

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXIV

NEW YORK, AUGUST 28, 1913

No. 9

INDIANAPOLIS

AUG 29 1913

## In Everybody's Magazine for September

ON advertising pages 36 and 37 there is an advertisement of the Elgin National Watch Company, the largest manufacturers of high-grade watches in the world.

On page 41 there is an advertisement of Steinway & Sons, manufacturers of the world's highest-class piano.

On page 42 there is an advertisement of the Seth Thomas Company, the oldest and largest manufacturers of clocks in America, who are celebrating their hundredth birthday by starting to advertise.

On page 44 there is an advertisement of the American Telephone & Telegraph Company, the world's greatest telephone system.

On page 51 there is an advertisement of the Colt's Patent Firearms Manufacturing Company, the world's largest manufacturers of small firearms.

All of these advertisements were sent to Everybody's Magazine by N. W. Ayer & Son. Good company, isn't it?

No advertiser could be more particular about or more proud of his agent than we are of our clients.

It is logical and natural that leaders in various lines should seek advertising advice from the largest and leading advertising agency.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

## "Better First Man in a Village"

Remember Caesar's two thousand year old remark? "Better first man in a village than second in Rome."

Also the saying about "a little field well tilled," which dates back to 1561.

Yet we are learning today that it's more profitable to cover a limited field thoroughly than to thinly skim a continent.

The Standard Farm Papers enable you to concentrate your creative work.

Instead of spending a limited appropriation so thin as to lose its effect, a state or section can be worked strongly enough to get immediate maximum results.

Instead of starting a sales campaign on the impossible national basis

the section most responsive is selected for the entering wedge.

Then advertisement work progresses as the selling and manufacturing organization expands.

Examine any Standard Farm Paper and note its local nature and power.



TRADE MARK OF QUALITY

### Standard Farm Papers

are	Kansas Farmer
Farm	The Wisconsin Agriculturist
Papers	Indiana Farmer
of	California Country Journal,
Known	San Francisco, Cal.
Value	The Farmer, St. Paul
	Oklahoma Farm Journal
	The Ohio Farmer
	The Michigan Farmer
	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer

Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row, New York City.

Geo. W. Herbert, Inc.,  
Western Representatives,  
119 W. Madison St.,  
(Advertising Bldg.), Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 20, 1893.

VOL. LXXXIV

NEW YORK, AUGUST 28, 1913

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## Neglected Markets in The United States--I

By John Chapman

THE judge turned to the prisoner and asked sternly, "Before I pass sentence have you anything you wish to say to explain your ten years' neglect of your wife?"

The prisoner stirred uneasily and retaliated, "Judge, I didn't neglect my wife, I just plumb forgot her."

And that's just the case with hundreds of live-wire firms right here in the U. S. A. They haven't neglected Porto Rico, they've just forgotten its existence.

There's been mighty little neglect by those who have once sold their lines in San Juan and Ponce; the stream of reorders has made it pretty much impossible.

Firms of this type aren't going around with a brass band and advertising their Porto Rican business to their competitors, but bear in mind the old saying that the proper procedure on finding a good spot in the berry pasture is "to say nothing and pick berries."

I supposed everyone who really wanted either export or domestic trade was at least hitting the high places in the island, and that it was only firms too busy announcing dividends on sales nearer the f. o. b. factory point that were responsible for the up-hill and down-dale records of imports from the United States proper.

Not for a minute do I set myself up as a judge of where firms should sell goods. Twenty-odd years of finding out whether geographers are truthful or not make that kind of oratory pretty well impossible.

It was only when people went

out of their way to tell me that they wouldn't let the color of the country on the map stand between them and sales, and in the next sentence told me that they had never made a stab at Porto Rico that the fact that it was forgetfulness and not indifference was made clear to me.

In 1905 I was lining up a twenty-thousand-mile trip and planned to start in with Porto Rico, work through the Caribbean and Central America and then down the west coast.

In case after case I found that I couldn't cover Porto Rico because it was under the domestic sales department, while of course my work was for the export end.

You can imagine my surprise when I found on the ground that not only were these very lines not covered by the domestic men, but that no efforts had been made by mail or through local agents to get business which simply ached to be picked.

I spent some seventy dollars out of my own pocket cabling at a dollar a word (it's seventy-five cents now), and as a result picked up sixteen thousand dollars' worth of business in the two days in Ponce and two more in San Juan left before my boat sailed.

There's the first big reason for the neglect of Porto Rico—it's part of the United States, but just enough removed so the domestic men don't go there and the export man is usually barred by the very lack of duties which stimulate trade.

If you feel that because Spanish

is still the real language of Porto Rico and your domestic men can't cover it, turn it over to your export department. If you feel that it is a real part of the U. S. A. and that you are entitled to it as domestic territory, work it with your southeastern man and back him up by mail. If you are not looking for export business, just pay your nearest salesman's expenses over next vacation time and offer him a special incentive to show results.

You don't have to speak Spanish to get business in San Juan or Ponce to-day. Of course you'll get more if you can, but for test purposes you can forget Mayaguez, Arecibo and the rest, and that English is not the language of their history.

There is a universal language in an illustrated catalogue or a sample case, and if I had to choose between Spanish and no catalogue or samples, and the reverse, I'd stick to the latter. That's not guesswork, because with no common symbols but the dollar mark, Arabic figures and ten good fingers to count on I've sold goods in China, Japan and Java when interpreters weren't to be found, by letting the samples and cuts make out a good case for themselves.

There is one situation that I simply can't understand, and that is the why of sending domestic men to Havana (and until lately to Mexico City) and passing up Porto Rico entirely.

It isn't the salesman's fault in most cases. This I know from a lifelong habit of asking questions. I remember only a year or so ago I was in the largest wholesale hardware store in Havana when the star Southern salesman of a big paint house came in with an interpreter. By dint of real salesmanship (aided to be sure by a few judicious kicks of the interpreter's shins at proper intervals) he sold a creditable bill.

#### SALESMAN TRIES EXPERIMENT

I ran into him later on in the day and asked him if he were going my way, but he replied in terse though inelegant language that he'd tried for three years to

get his firm to let him cover Porto Rico but that they never could see it, as they were afraid that he couldn't make it pay as well as the same time spent in Louisiana.

Just to help him put it across I took some of his catalogues and a few samples with me and mailed him at New Orleans eight orders totaling \$3,800 from jobbers. I got a wire a few days later asking me if it was a joke, and a little later a letter in which he gave me the deed and title to Brooklyn (where his factory was located) and Ottawa, Ill. (his home town), and wrote, "Keys to both by applying to purser on the boat."

Of course it was a lucky fluke—knowing the right men by their first names and beating out the buying season a few weeks with a line that almost talked Spanish itself, so well adapted was it to the long-neglected market.

As another proof that it's the market more than the salesman I got talking in the Pullman smoker just this side of Salt Lake with the president of a hosiery concern in Indianapolis. Somehow Porto Rico got mixed up in the conversation, and I broke my standing rule long enough to hazard a statement that his line of mercerized silk hose would make a real hit there.

I could see right off that this remark changed me from an export salesman to a tourist in his eyes, and I asked him frankly the reason.

He came back fast that he had once had the same hunch, but that his sales manager knocked it out of him by showing statistics whose purpose was that a negligible quantity of silk or mercerized hose was imported into Porto Rico.

I don't often defend myself except on matters of judgment in regard to the lines I'm trying to make pay a profit to the firms who pay the bills, but this argument of lack of demand was first sprung on me in South Africa when I was selling teas in '90, and I scored when I asked him how his argument would apply to a gold mine.



# Share in Everybody's Welcome—

When you open "Everybody's Magazine" you do it with a feeling of pleasant anticipation. You expect something more than ordinarily interesting in its articles, something a little unusual in its stories and something uncommon in its illustrations.

It is just *this* that gives Everybody's its individuality, its marked personality.

You, as an advertiser, will appreciate what this means when your sales-story is published in the magazine that is looked upon by its readers as distinctively individual, progressive and wholesome.

The maximum of receptiveness is accorded your advertisement when it appears in the magazine that is welcomed into the home.

Share in this welcome. Tell your sales-story in Everybody's. October forms close September 5th.

## Everybody's Magazine

600,000 Guaranteed Average Monthly Net Circulation  
\$600 a Page

The Ridgway Company, New York

That thawed him out so that he actually made a trip down there, and, good salesman that he was, not only came back with a goodly bunch of orders but a bunch of live prospects.

I think that his sales manager's Christmas present was a stocking full of ashes with a whip labeled "Porto Rico" stuck in it.

The situation which he found was typical. A score of nationally advertised United States products monopolized their respective lines. Other allied products were being supplied from England, France and Germany. Still other products which are always sold and never bought absolutely unknown.

The hosiery line was divided between one French firm and a dozen American firms just getting a taste of the real business.

#### PORTO RICO WANTS OUR GOODS

One beauty of the Porto Rican market is that it really wants American-made goods. There is no tariff and there is the minimum of red tape, so that both for importer and exporter it's a far more simple proposition than for a San Francisco firm to buy from New York.

Another beauty of the island is that it is easily covered. Five cities are all that need visits, and at the start this can be reduced to San Juan and Ponce, which are accustomed to pay good prices for good goods, and which buy real orders. They do not mince through your list and insist on broken cases of the cheapest or most striking lines.

They are also accustomed to one or at the most two visits a year and keep their stock up by mail orders, for their condition is not that of Mexico where, as one export manager told me, he knew without opening the envelope, that if it contained an order it was for the lines carrying the least profit.

I'd sound foolish to try to make out a case for Porto Rico as a field for order picking, but my own experience tells me it's a corking good place for sales effort compared to any territory of equal size inside the United States proper.

Some lines can sweep the island on the first trip, others can get the foothold that, backed by intelligent persistence, will win out big. On one trip a salesman can find out for good and all whether his firm has neglected the island so long that it means an up-hill fight against the very competitor whose factory chimneys are visible from his sixth story or that it will pay dividends that year.

I'd been asked so often about magazines and newspapers in Porto Rico that to check my own observations I quizzed the superintendent of schools and a bank examiner whose duties take them to all parts of the island. They both feel as I do that American popular magazines and papers have a limited but influential circulation.

They cited a number of cases where goods were imported solely because of demand created by certain magazine ads, and both laid stress on the way the advertisements were read to make sure that dealers carried up-to-date goods.

San Juan would well repay an active circulation campaign as it is a city where Spanish is a pure luxury and American baseball slang is no stumbling block to readers of New York papers during the season.

The school superintendent knew of a number of lines imported solely because of demand created by ads in women's magazines while the bank examiner had a case of his own from an ad in a New York paper which he said was widely read in baseball time by those who tired of seeing "home run corrupted to 'honron'" by a local paper which covers the island well and has a number of firms in the states who have advertised in it for years and whose goods are in every general store.

That Porto Rico is a real market for someone doesn't require other proof than trying to get space for a New York Saturday sailing on Wednesday. Try it and see.

If you are a lover of statistics ask Washington what per cent your sales are to the total in your line. The last one who did this

# Northwestern Crops Fine

Millions of New Wealth for Northwestern Farmers

Minnesota's 1913 Products Estimate:		Cattle and Calves.....	\$15,000,000
Potatoes .....	\$15,000,000	Sheep .....	500,000
Oats .....	22,500,000	Wool .....	1,600,000
Corn .....	35,000,000	Poultry and Eggs.....	34,400,000
Wheat .....	63,000,000	Dairy Products.....	55,000,000
Barley .....	17,000,000	Fruit .....	5,000,000
Eye .....	1,700,000	Vegetables .....	25,000,000
Hay .....	18,000,000	Other Farm Products..	18,000,000
Flaxseed .....	9,000,000		
Hogs .....	15,000,000	Total .....	\$350,700,000

The above estimate is compiled by crop experts of the Minnesota State Agricultural College and is as accurate as can possibly be made at this time.

It shows that Minnesota farmers will have more cash to spend this fall than ever before in their history. The farmers of the entire Northwest will continue to be the best buyers that the advertiser can reach.

The Farmer of St. Paul reaches 140,000 of the most prosperous Northwestern farmers. For years it has carried more advertising than any other Northwestern farm paper—sufficient proof that its readers are the best buyers in the Northwest. Advertising rates are 60 cents an agate line, with discounts down to 50 cents a line on 2,000-line contracts.

## THE FARMER

A Journal of Agriculture  
ST. PAUL, MINN.

Western Representatives  
George W. Herbert, Inc.  
600 Advertising Building  
Chicago, Ill.



Eastern Representatives  
Wallace C. Richardson, Inc.  
41 Park Row  
New York City

GUARANTEED MINIMUM CIRCULATION 140,000  
Member of Standard Farm Paper Association.

### 750,000 Circulation in October

The circulation of THE FARMER'S WIFE reaches three-quarters of a million with the October issue. Its phenomenal growth in circulation is the greatest possible proof of its actual worth to farm women. The farm women who receive it are usually the most wide-awake and progressive women of their communities.

There is no greater field for the sale of high-class merchandise for women and for homes than that which can be reached through The Farmer's Wife. The experience of the advertisers who are using the magazine proves this and we would like to give you further details if your merchandise will appeal to the buyers of supplies for prosperous homes.

## THE FARMER'S WIFE

A Woman's Farm Journal  
ST. PAUL, MINN.

George W. Herbert, Inc.  
Chicago, Ill.

Wallace C. Richardson, Inc.  
New York City

on my advice found that instead of the 40 per cent he guessed he had, his real sales were a little over three per cent.

Then he wouldn't believe it, but now (it was only a year ago) he knows that the figures were, as usual, very conservative.

Unless you are one of the fortunates who turn the subject whenever Porto Rico is mentioned and are picking berries fast before your competitors discover your heavily laden bushes or have made a real on-the-ground investigation it's well worth real consideration right now.

If you are already exporting to Latin America and have good Spanish catalogues, literature and translators so much the better. If not make the goods sell themselves until you are convinced by profits that you can afford the modest amount necessary to handle these through a suitable organization.

#### HOW TO DO IT

You can get lists of firms who are naturally handlers of your lines, prepare the field for a salesman's visit and secure a few orders by a series of letters and at the risk of one salesman's time, for a very few weeks at the most, test out a market which pays the salaries of the entire office and sales forces of some pretty good-sized companies.

If you are located east of Chicago put it to yourself this way: "Shall I neglect a market with big possibilities because of obstacles which are largely imaginary, when the cost of exploration is less than a new issue of circular B D 711?"

For twenty-odd years I've sold American and English goods from Christiania to Santiago, from Sitka to Cape Town, and while to-day there may be better export markets than Porto Rico, there is certainly none so near the United States, so free from complications or so easily tested as the greatest asset which came to the U. S. A. as a result of the Spanish War.

I have one good friend who is a doctor and looks on me as

merely a proof that the human body is so constructed that it can withstand any climate. Making no pretensions in regard to the business of making and selling which keeps most of us trying to outrace our shadows, he often gets me on the hip by his unbiased views.

His pet amusement when I drop in on him every fourth or fifth year is to lure me into talking of my business friends in many seas and then pretend utter disbelief in their buying anything except rum and calicoes.

His attitude is positive. He says, "Don't tell me you can sell adding machines to a bunch of naked niggers."

You will be too polite to use his words, but your neglect of Porto Rico says in bold-faced type, "If there is this wonderful market right at my door why haven't I heard of it before?"

I can answer that out of my own experience! You heard of it, but thought it didn't apply to you, and, discounting the teller's judgment, forgot the advice.

Seriously I suppose that the distance looks smaller to me than it does to the many live-wire men who have made it possible for me to have comfortable state-rooms instead of bunks in sailing vessels, but just the same in nine cases out of ten the other fellow pays the freight and your letters take the same two-cent stamp.

Porto Rico is worth looking into.

#### Monagle with Franco-American Food Co.

A. C. Monagle has resigned as secretary of the American Specialty Manufacturers' Association, effective September 1, to become general sales and advertising manager of the Franco-American Food Company, Jersey City, N. J.

#### New Florida Agency

The Thomas Advertising Service, an agency to do business in Jacksonville, Fla., has just been organized as follows: President, Jefferson Thomas, formerly of Harrisburg, Pa.; vice-president, Fred. W. Kettle; secretary and treasurer, D. Greenwood Haley.

**There is no surer stimu-  
lus to an honest business  
than a full page in The Chicago Tribune**

**MARTIN  
&  
MARTIN**  
BOOTMAKERS  
FOR MEN, WOMEN AND CHILDREN  
326 SOUTH MICHIGAN AVENUE  
CHICAGO

NOVEMBER  
TWENTY THIRD  
1912

Mr. E. W. Parsons, Advertising Manager  
Chicago Tribune  
Chicago

Dear Sir:

Replying to your inquiry in regard to results from our full page advertisement in the Chicago Tribune, we are very glad to report that the results were the greatest we have ever known to accrue from any advertisement.

This page established a record for results so far as our advertising is concerned, and we have never known of another case where a similar expenditure produced such immediate and tangible results as this one.

We confess that we entered upon this expenditure with some misgiving, as up to that time no full page advertisements had ever, to our knowledge, been used for a small shop. But such slight fears as we had were entirely unjustified. The results were immediate and very profitable.

Yours truly,

MARTIN & MARTIN

The Tribune prints far more advertising than any other Chicago paper

**The Chicago Tribune**

**The World's Greatest Newspaper**

(Trade Mark Registered)

Eastern Advertising Office: 1207 Croisic Building, 220 Fifth Ave., New York City

# What It Is That Makes Dealer Work Count

By Joseph Schaffner

Sec. and Treas., Hart, Schaffner & Marx, Chicago

THE contributor to PRINTERS' INK, in giving us credit for understanding our dealers, might as truly have added that our dealers understand us. We take more pride in that fact of mutuality than in the thought that we have acquired an intimate knowledge of the dealers' needs and wishes.

Samples of our dealer literature will hardly satisfy a possible curiosity on the part of your readers, because the samples, by themselves, do not show the reason for any little success we have had.

Everything that we send to the dealer is as good as we know how to make it. The dealer is entitled to that quality and the merchandise demands it, but the best dealer literature in the world, backed by the best merchandise, will not accomplish very much unless the manufacturer has recognized an underlying principle and given unrestricted attention to it. This underlying principle is national prestige, and to discuss the meaning of prestige is to go back to the most primary things in advertising. Nevertheless, to find a reason for the success of dealer literature, it is necessary to become elemental.

We have been for years and are now steady advertisers in standard mediums. Unless we had advertised persistently and effectively, we could not expect one-fiftieth as much service from our dealer

There is no concern in America (and that means the world) that sends out as much practical, useful, excellent stuff to help the dealer as Hart, Schaffner & Marx. Everything they send out is useful, and they send it out in such a way that the dealer will use it. For over three years I've been marveling at the ingenuity of this concern's ideas. And the quantity of matter they send! It is stupendous! To be on this firm's mailing list for a year or two is to receive a liberal education in advertising and merchandising. I know two young chaps who have become high-grade advertising men by merely studying the selling stunts of this Chicago manufacturer. I don't know of an advertiser anywhere that seems to understand the dealer as well as Hart, Schaffner & Marx.—From "The Kind of Selling Helps We Dealers Need," in PRINTERS' INK for August 21.

literature.

The use of our dealer literature is very vitally enhanced by the confidence which our customers have in our merchandise, and, likewise, by their faith in our methods. This confidence, we hope and believe, was partly inspired by the standards which we set and our manner of dealing, and it was greatly promoted

by national advertising. The obligation which we took upon ourselves to manufacture good clothing and the policy which we adopted in backing it up appeal to the consumer; in fact, our whole appeal from the beginning has been, not to the dealer, but to the consumer himself, who has, in turn, manifested his desires in such a way that the dealer is glad to say that he carries Hart, Schaffner & Marx clothes, and to do it in the various ways which are at his command.

We might have printed in a very ordinary way a card stating that a certain store is "The Home of Hart, Schaffner & Marx Clothes." We know that card would be used. We might print, on the other hand, a very beautiful and artistic card without our name on it, and it would not command the same attention. We have sometimes thought, and some of our dealers agree with us, that if we would concentrate more on the simple statement that the dealer handled Hart, Schaff-

Circulation 1,200,000

Rate \$6.00 Per Line

## **MCCALL'S MAGAZINE**

is a prosperous magazine, and is read by the prosperous women of the country — not all of them very rich and not all of them very poor, but the great middle class, who are the real producers and buyers.

Are you using the pages of McCall's Magazine to acquaint the 1,200,000 readers with the merits of your goods?

## **Prosperity**

The October Number, now being printed, carries more lines of advertising than has any other issue since McCall's Magazine was started.

**CHAS. D. SPALDING**

Advertising Manager

236 W. 37th St., New York

Boston

201 Devonshire St.

Chicago

Tribune Building



ner & Marx clothes, the most vital part of the advertising idea would be accomplished.

Whatever we send to our dealers couples up absolutely with our own work, and the dealer knows this from experience. We try to make the pictures artistic and the copy readable and also to make them all a part of a complete advertising plan.

#### MEETING TALK FOR CHEAPER GOODS

We will give an instance. Not many months ago, there was a strong demand for cheaper clothing. Our lowest retail price was \$18. Many dealers begged for a Hart, Schaffner & Marx suit to retail at \$15 and salesmen very energetically echoed the demand. It was impossible to produce a suit at that price and keep up the quality, and as the entire life of the business is based on quality, we chose to maintain our standards even if we did less business.

The answer to the demand for \$15 suits was a campaign on suits to retail at \$25. The advertising was done in the usual way through magazines and newspapers. The psychological effect was almost instantaneous. In a few weeks, all talk of cheap goods had died out in every quarter. The fear of the dealer and salesman was replaced by an enthusiasm for quality.

The function of our dealer literature here came into play because it accomplished in a local way what we started nationally. Newspapers, street cars, show windows, booklets, folders, letters, etc., kept driving home the idea that a suit at \$25 represented a maximum in economy; that above \$25 a consumer could get a little more luxury and below it a little less quality. The more the dealers considered this campaign, the more they liked it; it sold the suits.

The newspaper copy which we supplied to the dealer, the cuts, the street-car cards, window cards, and the other things, were not, in themselves, sufficiently magical to execute the idea. They were good as to quality but this would have been mainly wasted without the invigorating influence

of long and steady national advertising.

#### ABOUT THOSE WHO EXPECT ADVERTISING MAGIC

It is trite to observe to PRINTERS' INK that the advertiser who expects the most from dealer literature is the "in and outer" who advertises to-day and immediately tries to make his dealers and himself believe that he has tapped the well of publicity. This form of deception is very common. The next year his courage fails or his pocketbook rebels and he drops out. He is usually the advertiser who wonders why dealer literature does not do the work which really can be done only by the expenditure of years and millions.

The mistake is a grievous one, because it amounts practically to a request to the dealer to advertise for the purpose of aiding the manufacturer, whereas what the dealer actually wants is something that will aid him. The thing he can and does advertise is the article which, by name, means something to him, to his salesmen, and to the public.

Here is a case in point: We publish a Style Book for the use of our customers. It is a good thing in itself, but we have multiplied its value to the dealer many times over by giving national publicity to the Style Book itself. We have spent money to advertise that piece of dealer literature and have made it so well known to the public that it becomes an almost indispensable part of the dealer's campaign. Three million copies are circulated in a season; six million a year.

You will see, therefore, that we do not lay claim to any special knowledge of the susceptibility of the dealer. We try to recognize the simple fact that the dealer is interested in himself, and that the things which we give him must help him, and, unless they do render substantial aid, they will neither command particular respect nor attain wide use. *It is absolutely essential for the true success of dealer literature that there be a value behind it other than the worth of the literature itself.*

Dealer literature with us takes on other forms. It has to do with the general promotion and elevation of business, with no reference to advertising. For example, we learned by experience that many merchants are not as well informed about their business as they should be; that they are lax in watching their stock, in figuring their expense, profits, etc. About a year was spent in producing something of a simple nature that would enable a merchant, even though he had no large knowledge of bookkeeping, to know every day just where he stood. This booklet was published under the title, "What Do You Know About Your Own Business?" and so fully answered the need that it was adopted immediately by a large number of customers, and is still being considered by many others. It was even called for by merchants entirely outside of the clothing business.

## Indictments Secured Against Denver Papers

Four daily newspapers of Denver, Colo., have been indicted under "the Kelly Law" of Colorado, which was designed to prohibit the publication of objectionable advertising. The papers indicted and the specific complaints as furnished by Harry D. Robbins, chairman of the National Vigilance Committee of the A. A. C. of A., are as follows:

"The Denver *Republican* was indicted on account of the publication (specifically), on April 6th, of advertisements of 'Ricord's Vital Restorative,' and Dr. A. M. Hamilton, the latter being a Denver firm of medical specialists.

"The *Rocky Mountain News* was indicted on account of the publication on April 6th of the 'Every Woman Marvel Spray' advertisement and the Evan's Medical Company 'Big G' ad.

"The *Denver Times* was indicted on account of the publication on April 6th of the 'Ricord's Vital Restorative' advertisement and the Dr. A. M. Hamilton advertisement.

"The *Denver Post* was indicted on account of the publication on April 9th of the 'Chichester Pills' advertisement and on account of the publication on April 16th of the Dr. A. M. Hamilton advertisement and the Dr. Pierce 'Woman's Danger Signal' ad."

"The Kelly Law," under which these indictments were made, is as follows:

Be it Enacted by the General Assembly of the State of Colorado:

SECTION 1. It shall be unlawful for any person, association, society, partnership or corporation to circulate, disseminate, spread, print, publish or cause the circulation, dissemination, spreading, printing or publishing of, any public advertisement, announcement, publication, notice or information of the treatment, alleviation, palliation, cure or prevention of any sexual or menstrual disease, weakness or condition; or to display or expose, to the public view on any public street, alley or road, any instrument, device or thing designed or intended or sold for the treatment, cure, alleviation, palliation or prevention of any sexual or menstrual disease, weakness or condition. But this act shall not prevent such publication and dissemination of any such advertisement in exclusively medical publications and publications designed and circulated among dealers as trade journals, not for public inspection.

SECTION 2. Any person, association, society, partnership or corporation who, or which, shall violate any provision of this Act shall be deemed guilty of a misdemeanor, and, upon conviction thereof, shall be fined not less than twenty-five dollars, nor more than three hundred dollars, and, in the discretion of the court, may be punished by imprisonment, either accompanied or unaccompanied by a fine, for a period not less than ten days nor more than six months. In construing and enforcing this Act, the act of any officer, agent, employee or servant, acting within the scope of his employment, shall in every case be deemed to be the act of such person, association, society, partnership or corporation.

SECTION 3. All acts and parts of acts in conflict herewith are hereby repealed.

Approved April 3, 1907.

"Of the five daily papers in Denver," Mr. Robbins says, "the *Express* is the only one which does not carry medical advertising which is objectionable. So far the papers have asked for and been granted two postponements of the time set for their arraignment, so they have not yet entered a plea as to their defense. The matter will come up for hearing again on September 9th."



# The Knickerbocker Press

Leads All the Rest

For more than three years The Knickerbocker Press has published more news than any other newspaper issued in The Capitol District; more illustrations, more pictures and more cartoons than all combined. Within the past year it has superseded the New York newspapers in The Capitol District with the best class of newspaper readers.

**For the Six Months Ending June 30th, 1913, The Knickerbocker Press Leads in Advertising**

During those six months the advertising of the home merchants of The Capitol District was distributed as follows in the newspapers published in Albany:

THE KNICKERBOCKER PRESS

1,572,858 lines

Times-Union - 1,512,910 lines

Journal - - 1,036,840 lines

Argus - - 322,448 lines

THE KNICKERBOCKER PRESS

leads the Argus by - - 1,250,410 lines

THE KNICKERBOCKER PRESS

leads the Journal by - 536,018 lines

THE KNICKERBOCKER PRESS

leads the Times-Union by - 59,948 lines

**Remember, The Knicker-  
bocker Press Leads in All  
That Is Worth While!**

**THE JOHN M. BRANHAM CO.**

*Special Representatives*

Mallers Bldg., Chicago

Brunswick Bldg., New York

## Copy That Wins the Specialist

The Kind of Printed Appeal to Which the Man of Skilled Knowledge Listens with Respect—Why Some Recent Ads in Technical Papers Hit the Mark and Some Don't

By Herbert L. Towle

**T**HE higher the intelligence he addresses the greater is the need for the ad writer to understand not only the selling problem but the technical features of the goods advertised.

This reflection is prompted by the arrival in my morning mail of a clipping from a Detroit daily containing a large display advertisement of a new combined electric starter and dynamo. Acting on the principle of the publisher who bought large space in a New York daily to catch the eye of a single man, this advertiser evidently expected to impress the engineering fraternity of Detroit's automobile factories. Let us see how he went about it:

"The Surepop electric starter assures 100 per cent starting efficiency" is the headline (I have changed the name).

"Reliability—100 per cent starting efficiency has been obtained by developing a system with a very few parts—a minimum of electrical connections—by a liberal proportioning of all parts subject to strain and a regulated electrical output that insures a full battery at all times.

"Ample power—The Surepop starter will crank a big engine at a higher speed than is possible by hand, for at least 30 minutes, insuring positive starting in the coldest weather. The Surepop Electric Starting and Lighting System is the logical solution of your starting and lighting difficulties. It is simple, reliable, light in weight, easy to install, 100 per cent efficient, and has met with great success during the past year on several well-known makes of cars."

And so on and so forth.

Now, to an engineer, the "effi-

ciency" of any device for the transmission or conversion of energy means just one thing—namely, the ratio of the energy delivered to the energy received. An electric starting motor would have 100 per cent efficiency if it delivered at the crankshaft of the engine 100 per cent of the electrical energy received from the battery. No electric starter comes anywhere near this, as most automobile engineers know. The best of them deliver about 75 per cent, and the average is nearer 60 or less. The copy writer who talked so glibly about something akin to perpetual motion may possibly have fooled himself, but he certainly did not fool a single one of the readers at whom he aimed.

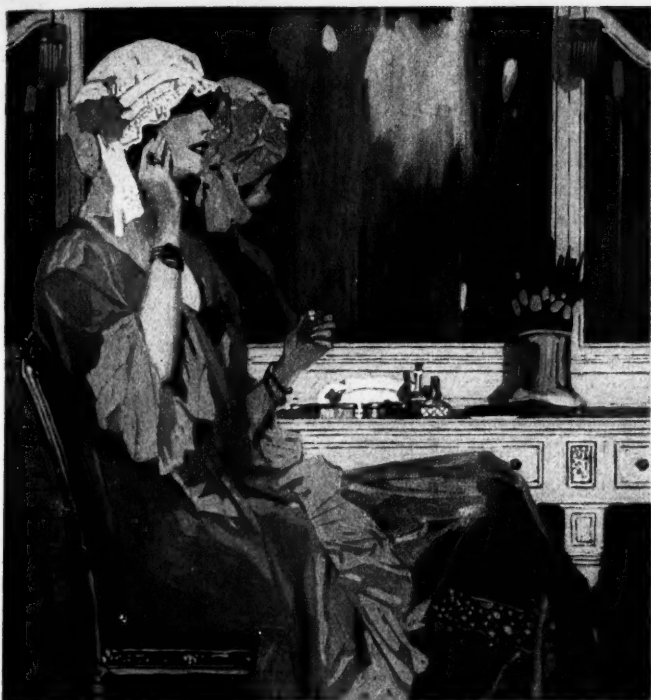
If you were about to market a new type of player-piano, which for some reason had to be sold through people of musical skill and taste, it is hardly likely that your advertisements would read like this:

"The Bimbang player-piano in the hands of the most unskilled performer produces musical renderings which cannot be told from those of the most highly trained musician. Simply work the pedals and the mechanism does all the rest. Musicians are astounded by the marvelous and unheard-of perfection of interpretation of the most difficult sonatas by the Bimbang player-piano. Buy one and enjoy hearing Paderewski in your own home. When you are tired, your eight-year-old boy can do as well as you."

And yet advertising writers who would indignantly resent the suggestion that they might be guilty of such reckless use of language on a musical subject find no difficulty in using it technically.

It is not really probable that the writer of the "Surepop" advertisement intended the meaning which his phrases convey. More probably he merely meant to say the "Surepop" starter does everything that a good starter ought to do, and caught at the phrase "100 per cent efficiency" because it sounded well. Indeed, the whole advertisement is a first-rate example of loose thinking and looser phras-

(Continued on page 22)



## THE WOMAN WHO BUYS COSMETICS

**L**ONGCHAMPS, Place Vendome, Piccadilly, Newport, Fifth Avenue, Michigan Boulevard—sounds like a gazetteer, doesn't it—all of these places typify one thing—a certain standard of fashion-setting.

Personality of the style leader is usually a factor. If cosmetics are brought to her aid,

just so sure as the sun rises and sets, cosmetics are instantly brought to the aid and personality of her followers.

Then a vogue sweeps the land, filtering from the woman who set the pace, down through until the masses claim it as their own.

Then: "Who is the Woman who buys Cosmetics?"

The answer comes back: "She is the woman who has pride in her personal appearance, in maintaining the latest standard. She is the woman with the metropolitan idea."

A very well known manufacturer was marketing a new toilet cream.

He wanted to advertise to the Woman who buys Cosmetics.

He studied media, not alone from his viewpoint, but from the viewpoint of the woman with the metropolitan idea.

He studied the Associated Sunday Magazine—editorially. He noted the breadth and scope of its writings—

- the good, clean fiction;
- the high grade special articles.

He saw the value of the Associated Sunday Magazine as a publication with the metropolitan atmosphere.

He saw among the contributors to the Associated Sunday Magazine such well-known writers as

George Barr McCutcheon  
Rudyard Kipling  
Harold McGrath  
Wallace Irwin  
Roy Norton

Lloyd Osbourne  
Maude Radford Warren  
Henry Kitchell Webster  
George Gibbs  
Sewell Ford

and other writers who command attention



by their good material. He saw the pages illustrated by the foremost artists. He noted that the Associated Sunday Magazine printed no criticism of any religion;—nor of any business,—nor of any legislation.

He studied the Associated Sunday Magazine territorially. He studied the twelve newspapers of which the Associated Sunday Magazine is a part :

Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New-York Tribune  
Boston Post

Washington Star  
Minneapolis Journal  
Rocky Mountain News  
Buffalo Courier  
Detroit News Tribune  
Baltimore Sun

He examined the Associated Sunday Magazine plan of organization. He learned that this excellent Sunday magazine was possible because the heavy editorial and manufacturing costs were borne by the twelve newspapers of which they are a part; that co-operative ownership insured a Sunday magazine that would make and hold readers; that the Associated Sunday Magazine had value as a retained publication.

He learned from his dealers in these twelve cities of the local prestige of these twelve newspapers. He learned that each was a strong paper, read by the leading families in and within reach of the city.

He studied the several analyses made from investigations of the magazines and from independent investigations made by manufacturers who, like himself, are interested in a particular field.

He studied the advertising in the Associated Sunday Magazine. He saw such advertisers as

B. J. Johnson Soap Company  
 Jergens' Glycerin Soap  
 Woodbury's Facial Soap  
 Lifebuoy Soap  
 Pear's Soap  
 Freeman Perfumery Company  
 Ben Levy Company  
 Sanitol Company  
 McKesson & Robbins (Calox)  
 James C. Crane (Cream Elcaya)  
 Creme Simon

Daggett & Ramsdell  
 Hind's Almond Cream  
 F. F. Ingram Company  
 Pompeian Mfg. Company  
 Pond's Vanishing Cream  
 A. H. Smith Co. (Djer Kiss)  
 Canthrox Shampoo  
 Ed. Pinaud  
 Cheesebrough Mfg. Company  
 Mum Mfg. Company  
 Florence Mfg. Company

He learned that many firms started using small advertisements a few years ago, and increased their space constantly until now, in 1913, they are using strong schedules.

He learned that other advertisers are getting more business direct from the Associated Sunday Magazine than through any other medium.

The Associated Sunday Magazine was included in his list for the new toilet cream.

During the first year of his advertising he used every possible means of checking the value of each medium. When the campaign was completed he found that the Associated Sunday Magazine had led the list—all ways.

- in number of inquiries ;
- in low cost per inquiry ;
- in number of orders ;
- in dealer influence.

He knows that the Woman who buys Cosmetics, really the woman with the metropolitan idea, is a reader of the Associated Sunday Magazine.

**ASSOCIATED SUNDAY MAGAZINES**  
 INCORPORATED

1 Madison Avenue, New York City  
 Record-Herald Building, Chicago, Ill.

# It Has Always Done Well

and even at this late season it is one of our  
best pullers, both as to inquiries and sales—

so writes—entirely unsolicited—a nationally known seedsman (name given on request) who has *proved* the *advertising* and *selling* value of

## FARM AND HOME

The Leading National Semi-Monthly Farm Paper

The experiences of the most successful general, as well as the leading agricultural advertisers, show that *Farm and Home* readers buy from their dealers, as well as by mail, for many advertisers selling through dealers have traced sales, made by increased demand from their country dealers, through their advertising in *Farm and Home*. Every copy of *Farm and Home's*

### 600,000 Circulation Guaranteed

goes into the home of the highest type of progressive farmers the country over—enterprising business farmers who realize large profits from their farms as a result of the modern business principles they apply to farming.

It is the practical, adaptable nature of *Farm and Home's* reading matter that makes it so good an advertising medium. Its readers are kept abreast of the times—it keeps them doing things that make their farming profitable. *It is a potent salesman among 600,000 ready-buying, prosperous farm families.*

Address Near at Office for Further Information, Sample Copies and Advertising Rates

#### THE PHELPS PUBLISHING CO.

1209 Peoples Gas Bldg. 601 Oneida Bldg. 315 Fourth Ave. Candler Bldg. 1-37 Worthington St.  
Chicago, Ill. Minneapolis, Minn. New York Atlanta, Ga. Springfield, Mass.

ing. Nothing in it gives a clue to the characteristic features of the system, beyond one or two obvious points which the illustration itself tells, and almost the only definite statement is that giving the name



FIG. 1—NOTE DIFFERENCE BETWEEN THIS AND NEW COPY SHOWN IN FIG. 2

of the makers of the apparatus.

Another concern is advertising an electric lighting system by means of nice pictures of automobiles traveling on dark roads with brilliant headlights showing the way, and by copy in which the magnetic system controlling the dynamo's output is compared to magnetic-control systems of totally different character and results.

The worst of this sort of advertising is not simply its negligible effect as regards the product advertised, but the fact that it leads technical readers to ignore advertising altogether. The recent vogue of electric starting and lighting systems for automobiles has brought literally scores of makers of these devices into the field, and many of them are seeking to gain prominence by advertising in the technical and popular press.

As a result, however, of the irresponsible and pointless use of copy by writers who do not under-

stand the systems they are trying to advertise, this advertising is almost ignored by the very men whom it ought chiefly to interest. As for the public, the best thing to say is that not one man in ten thousand knows one starting or lighting system from another or presumes to dictate to the car manufacturer on that point. At most, he recognizes the name as one that he has seen, but whether that is worth the amazing sums which some of these concerns are spending in advertising is perhaps a question.

Most starter advertising is too recent to permit judgment as to results, but looking back a few years we may notice other campaigns in which the wrong sort of technical copy killed the campaign's chance of success.

Some four years ago a firm controlling certain improvements in storage batteries started business in the East. By specially treating the active material of the plates, the loss of charge on stand-

## HUB BEARINGS THAT LAST!

Have you ever noticed Mr. Truck Builder the curious regularity with which his truck bodies designed on the wheel base, the same bearings give out long before the other bearings?

These outer bearings were called "B" and "C" and were placed on the truck's axle where the wheels were attached. They were made of a material which was not as strong as the other bearings and they were made in such a way that they would wear out first.

But the designer failed to figure on the approximate increase in radial loads produced by adhesion and sliding! These radial loads were greater than in straight ahead running and the outer bearings were simply too weak to carry them.

To illustrate suppose the T-shaped axle A to represent the hub and bottom flange of a wheel. B and C are end viewings representing the bearings. Compare the bottom end of the axle and push it forward to the right and left. What a mass mark difference in the resultant vertical stresses produced at B and C, whether the shaft of the axle is vertical or the axle is tilted. The load on B is near one end! You know it now! Its working is not mechanical only, you will find that the support C needs to be partly as strong as B.

In all SHELDON hubs the outer bearing is so set as to carry its share of the load as the truck is in motion. It is not a static load, it is a dynamic load. And the bearings are so set as to carry the load as the truck is in motion.

This is why we are now carrying Sheldon Axle, Springs and Hub Wheels for your 1918 goods.

Headlight case cover. Lower straight axle or air bracket in similar low bearing supplied at the particular price.

Write for literature and estimates

**SHELDON AXLE COMPANY**

Chicago, Ill.  
New York, N.Y.  
St. Louis, Mo.  
Milwaukee, Wis.  
Cleveland, Ohio  
Detroit, Mich.

FIG. 2—COPY WRITTEN TO SELL GOODS, NOT MERELY TO FILL SPACE

ing idle was greatly reduced, so that such batteries would stand for months instead of weeks in a charged or partially charged condition, and would be reasonably active at the end of that time.

Further, the battery was not permanently injured by being totally discharged, or even by standing in a discharged state for a number of days.

#### COSTLY USE OF LOOSE LANGUAGE

These features are particularly desirable in storage batteries for ignition, since an automobile owner, while he will devote painstaking care to the major points of his car, dislikes to potter with the storage battery and often allows it to get seriously out of order before he takes the trouble to see what is wrong. The battery was therefore attractive; the price was right also; and it should have had a good sale.

Large space was used in certain of the automobile trade publications; but after some thousands of dollars had been spent it was found that sales had not been increased.

What was the trouble? A specialist on technical advertising was consulted and he soon put his finger on the cause. The battery had been described broadcast as

peroxide of lead and spongy metallic lead on the plates have been converted into white insoluble lead sulphate. What the term "non-sulphating" meant, as used in the advertising, was simply that

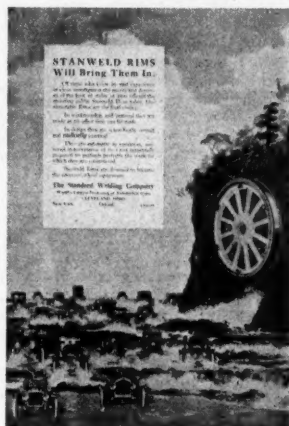


FIG. 4—WHAT IS IT ALL ABOUT?



FIG. 3—PLAYING UP A SPECIAL, STRONG FEATURE

the battery would not *discharge itself* to the sulphated condition when standing idle; in other words, it was largely free from the "local action" which causes an unused charged or partially charged battery to gradually discharge to the sulphated condition.

But it is the very nature of a storage battery that when it is discharged in the natural course of things the peroxide and metallic lead shall *progressively* turn to sulphate. Consequently, when this battery was advertised as "non-sulphating," one and all of its competitors pounced on the term, construed it to mean that the battery underwent no chemical change during normal discharge, and by ridiculing this obviously impossible definition they managed to make the public think that the Blank battery was a fake.

It was simply a case of not stating a reasonably simple idea in simple language. The copy writer who prepared the ads had simply accepted the phrase "non-sulphating" as handed to him by the

"non-sulphating." Now, the verb "to sulphate" in storage battery parlance has two shades of meaning. A battery is said to be "sulphated" when it has been over-discharged to the point that the

makers of the battery, without a thought as to how it would be construed.

Unfortunately, in this case the mistake was seen too late to have its best effect. So much money had been spent on unproductive advertising that the makers had to curtail their expenses heavily, and the battery has never since attained the importance in the trade to which its merits entitle it.

The rather common practice of handing out advertising contracts to trade publications for good will and then filling the space with any old thing in the way of copy, has some curious illustrations. An example is the Sheldon Axle Company advertisement, Fig. 1. The next cut, Fig. 2, shows an advertisement written by a man who took pains to study the Sheldon product and to present it in a way to appeal to the engineers, who are, after all, the most logical readers of these advertisements.

The Eisemann Magneto Company (Fig. 3) is marketing, among its other models, a magneto which automatically advances the spark to suit the engine speed. This magneto is being intelligently advertised to truck manufacturers on the ground that the truck driver is likely to lack skill to manipulate the spark properly. Although the sales of this particular model are but a small percentage of the total business of the Eisemann Magneto Company, it is a fact that the general business of that company has grown rapidly since the model with the automatic spark advance was first played up strongly. In a word, it has given "class" to the entire line.

Against the typical Eisemann advertisement we may set the extraordinary Stanweld Rims advertisement, Fig. 4. It would be difficult to imagine a more pointless piece of display or more vague and meaningless copy than this latter advertisement shows. No doubt it satisfies the advertisers, but that is not supposed to be the main purpose of an advertisement.

The Memphis Advertising Club has started a club monthly, *M-A-C Talk*.

## Ayres Succeeds Woodhead at Frisco

Rollin C. Ayres, of the Johnston-Ayres Agency, San Francisco, has been elected president of the San Francisco Advertising Association to succeed William Woodhead, who resigned on account of his election to the presidency of the A. A. C. of A.

Directors just elected by the San Francisco Ad Club are as follows: F. H. Abbott, Jr., Rollin C. Ayres, R. J. Bidwell, George N. Brewer, C. H. Brockhagen, Arthur J. Brunner, F. J. Cooper, Thomas H. Doane, Robert M. Doppler, George H. Eberhard, Joseph Garin, J. Charles Green, A. J. Hill, S. P. Johnston, R. C. Jewell, Dawson Mayer, Frederic S. Nelson, William Rieger, F. C. Stratford, F. L. Wheeler and William Woodhead.

The club has under discussion the question of whether or not it will continue to stand as an ad club alone or whether it shall branch out and stand behind all measures for the progress of the city.

## Missouri's "Booster Pamphlet"

As a prelude to the Missouri "Booster Pamphlet" of 300 pages, which the State Bureau of Labor Statistics will issue the latter part of September, Commissioner John T. Fitzpatrick last week sent all over Missouri a 20-page history of this Advertise Missouri Movement. Ninety counties have already co-operated through their commercial clubs or county courts. The other twenty counties are expected to do the same. The big Booster Pamphlet is to tell the world the resources, advantages and opportunities Missouri holds out to capitalists, manufacturers and settlers. Each county bears its share of the expense.

## Representatives' Outing

The annual outing of the Representatives' Club of New York for this year will be held at Travers Island, the summer home of the New York Athletic Club, on Friday, September 12.

The committee is as follows: Conrad B. Kimball, chairman; advertising and programme, W. A. Sturgis, W. H. Osgood; games, D. J. Payne, D. M. MacFadyen; publicity, V. J. Whitlock; prizes, L. E. Kreider, W. W. Rodgers; dinner, E. T. Bromfield; transportation, F. W. Nye.

## Drygoodsmen to Form Service Agency in New York

J. R. Branner, manager of the Store Service and Display Section of *The Drygoodsman*, St. Louis, Mo., and A. M. Sweyd, Director of the Special Service Department of the same paper, will establish a service agency in New York under the title of Sweyd & Branner.

# More proof of its pulling power

Orange Judd Co.

Railroad, Pa., May 8, 1913.

Kindly insert the following adv in your next issue of "Southern Farming".  
Run the adv this week. We don't want to miss this issue as we are pleased  
with the results from our advertising.

Keystone Egg Box & Filler Co.

Southern Farming.

Kensington, Ga., May 21, 1913.

I am enclosing you copy for adv for next issue. Give it about 5  
inch space, please. Really it is quite wonderful the territory that Southern  
Farming covers. Have had inquiries galore from Texas, a good many from  
Florida, Mississippi, Alabama, Arkansas, Georgia (of course), Tennessee,  
Kentucky, Virginia and even from Indiana and Missouri. Now what do you  
think of that? You are all right and we shall stay with you—the only trouble  
is in trying to do justice to all, we find the inquiries piling up so we are getting  
out a catalogue of what we have to sell.

Kensington Farm, by F. F. Dow.

(One of the biggest breeding organizations of the South.)

These letters show (and we have many more) why the most suc-  
cessful and best known advertisers are using that leading farm  
weekly of the South:



Edited at Atlanta, Georgia, by Prof. L. A. Niven, a man who  
knows the conditions and needs of the *new* South, and who is an  
authority recognized by the best Southern farmers.

## 75,000 Circulation Weekly

among the leading farmers in the South, men who are applying in the South the  
same aggressive methods that have made the Northern and Western farmers so  
prosperous. There is *exceptional* purchasing power in this circulation.

Address nearest office for Sample Copies and further information regarding this leading  
farm weekly—SOUTHERN FARMING—the farm paper for the whole South

### ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

Southern Office: 908 Candler Bldg., Atlanta, Ga.

Western Office:  
1209 Peoples Gas Building,  
Chicago, Ill.

Northwestern Office:  
601 Oneida Building,  
Minneapolis, Minn.

New England Office:  
Myrick Building,  
Springfield, Mass.





**M**R. Francis Lawton, Jr., has been appointed Business Manager of Street & Finney, Inc.

Mr. Lawton comes to us with fourteen years' corporation and advertising experience and an enviable administrative record.

In addition to further strengthening our relations with clients and publishers, we believe that the securing of Mr. Lawton's services is an important step in our policy of expansion and development.

**STREET & FINNEY, INC.**

FRANK FINNEY, President

## Aesthetes Air Their Views on Outdoor Advertising

Mayor's Billboard Advertising Commission Reports Drastic Recommendations for Repression and Taxation—Not Taken Too Seriously by Advertising Men—Other Opinions

**B**ILLBOARD and other forms of outdoor advertising are made the objects of attack by the Mayor's Billboard Advertising Commission of the City of New York. The attack is directed not merely at what might be called occasional abuses, but at the very business itself. The attack is embodied in a report of the commission and the recommendations aim at the destruction of a large part of the business and the limitation and regulation of the rest.

The commission was appointed less than a year ago and is made up of these members: Robert Grier Cooke, chairman; Alfred S. Bard, Reginald P. Bolton, Ingalls Kimball, Henry W. Sackett, Walter Stabler and Edmund B. Wells.

The recommendations of the commission are probably important only as showing what the "aesthetic" reformers demand. There is little likelihood that they can be carried out, involving, as several of them do, radical changes in the constitution of the state. As a matter of general news and not because it is regarded as possessing any special significance, *PRINTERS' INK* gives the following digest of the report:

1—Prohibition of all outdoor advertising structures (but not shop signs, advertisements on vehicles and the like) on or in the immediate neighborhood of parks, squares, public buildings, boulevards and streets of exceptional character and other places of special beauty or sentiment. Obstruction of fine view included.

2—Censorship of objectionable advertisements.

3—Regulation of appearance of advertisements.

4—Regulation of immediate

neighborhood of billboards, which commission says too often screen rubbish, filth, and the commission of offenses against decency and morality.

5—Prohibition against "disturbing" electric signs and regulation of hours of display in neighborhood of hotels, hospitals, etc.

6—Elimination of fire hazards.

7—No roof signs in restricted districts or on any buildings except fireproof.

8—No advertising signs to cover windows or doors.

9—All outdoor advertisements and structures limited in size.

10—Temporary control by refusing advertising privileges on buildings near parks, notable street views, etc.

11—No advertising in street, except transit stations, or on construction bridges, etc.

12—Regulation in transit stations so as not to obstruct light or air, or hide street designations.

13—Prohibition of all outside signs on vehicles and regulation of advertising within.

14 and 15—Readjustment of departmental functions to facilitate regulations.

16—Local option to localities within city to determine whether they will prohibit outdoor advertising within their limits.

17—Graded excise tax upon the business of outdoor advertising with a minimum of 50 cents per square foot for cities of 1,000,000 or over; 30 cents in other cities of the first class; 20 cents in cities of the second class; and 10 cents elsewhere. Various modifications and increases are suggested for different kinds of signs and locations.

These recommendations are embodied in various proposed ordinances, statutes and constitutional amendment.

### HOW OUTDOOR MEN VIEW SITUATION

In addition the report contains a review of attempted legislation to regulate outdoor advertising by taxation, of municipal regulations in this country and abroad, and a number of illustrations of existing conditions.

The outdoor interests do not appear to be at all distressed by the attack.

Artemas Ward, of Ward & Gow, said on Saturday:

"Yes, I have looked through the report. It contains some very drastic proposals. It is a very ignorant and unfair attack upon the outdoor interests. There are plenty of answers that could be made to it, but I do not know whether I will take the time to get them up. It is unimportant, but exasperating.

"What absurdity to talk about outdoor advertising not paying and basing it on the opinions of half a dozen unnamed advertisers back in 1905! They are merely anthills as against the mountains of successful advertisers to-day.

"The Commission says some of the signs in the subway are hung on wire. We cannot deny it. But I have read that the British Government paid an enormous sum for some old masters and they were all hung on wires! You see the importance of the criticism!

"You have probably noticed that Mr. Cooke, chairman of the Commission, is also chairman of the Fifth Avenue Association, which has charged itself with the defense of that avenue against advertising signs. There was a time when Fifth Avenue was even more beautiful than it is to-day, when it was a street lined its full length with fine residences, none more than three or four stories high. It is occupied now with high structures filled, many of them, with tailoring establishments. Are they beautiful? Why do not Mr. Cooke and his associates put a stop to that?

"Why, this agitation is merely another case of Mrs. Partington trying to sweep back the Atlantic Ocean with her broom. These beauty schemes are all right but they should be left to the experts like Harriet Hubbard Ayer.

"The matter ought not to be dignified by too much attention. This agitation will probably take the same course that a similar agitation did six or seven years ago. It will not amount to anything

more. The reason for that is that there is common sense on one side and folderol on the other."

Barney Link, president of the Van Beuren & New York Billposting Company, wrote:

"In reply to yours regarding Mayor Gaynor's Billboard Advertising Commission, will say that the report they made is a travesty on human intelligence.

"The taxation of billboards alone would cost our company over *twelve million dollars* annually! This would hardly leave us any profit,—if we had to pay it!"

Other representatives of the outdoor interests did not consider the report of sufficient interest to comment upon, and considered that it was of no significance whatever.

That there is more than one opinion as to the "aesthetic" or "unæsthetic" character of the electric signs is shown by what Pierre Loti, the famous French writer, says in an article in a recent *Century*:

When I return from here, Paris will seem just a quiet, old-fashioned little town, with tiny, low houses; nor will any of its Fourteenth of July illuminations approach in brilliancy the phantasmagoric display that one may see in New York on any night of the year. Everywhere multicolored lights change and sparkle, forming letters, and then dissolving them again. They fall in cascades from top to bottom of the houses, or in the distance seem to stretch in banners across the streets. But it is up in the air that one chiefly gazes despite all the noise that goes on below; for up there, on the tops of the buildings, are signs that move, operated by ingenious mechanisms, visions that dance; a thread manufacturer shows an enormous yellow cat unwinding a reel of red fire, and winding itself up in the cotton; farther up Broadway a toothbrush-maker, the most grotesque of all, has a little devil with rolling eyes of fire, who capers about in the heavens with a toothbrush forty feet long in each hand. The apparitions flash out, move, fade away, quickly, very quickly—so quickly, indeed, that the eye barely follows them. From time to time some enormous advertisement perched on top of a dark skyscraper, almost invisible in the murky atmosphere, breaks out into red flame, like a constellation, hammers some name into your memory, and then as quickly vanishes. To my Oriental turn of mind it is all very strange and even a little diabolical; but it is so droll, so ingenious withal, that I am immensely amused and even on the verge of admiration.

## Demonstrable Facts

**B**ACK in your home town—call it Jonesville—the grocer probably carried several kinds of eggs, among them:

Best eggs  
Strictly fresh eggs  
Jonesville eggs

And when you really wanted good eggs you passed over the “best” and the “strictly fresh” and took the Jonesville eggs. Adjectives and superlatives meant nothing to you. “Jonesville” meant eggs laid in your own home town, and you knew they would be fresh. The name told you something about the eggs—a fact more significant than any bare assertion of merit.

This applies to all advertising copy. “The best” and “the greatest” and “the finest” are words which glide readily from the pen—and as readily evade the eye. Often they serve only to flag the attention of the skeptical reader and turn him to copy which looks more reasonable.

What the thing is made of, what it will do, what it looks like or how long it will last—the advertiser who puts his faith in demonstrable facts like these rather than in discredited superlatives, gains a more serious attention and raises no question of veracity.

And, after all, it is far better never to be suspected than to have to prove your sincerity.

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA

## Different Uses of the Testimonial

Several Varieties of the Real Thing and a Few of the Imaginary Ones—Admitted Prejudice against Using Testimonial but No Cogent Reasons—Illustrations from Current Periodical Advertising

By Charles W. Hurd

IN our first article, in the issue of August 21, on testimonials, we gathered under one category all of the ads with the testimonial idea running through them, whether they were actual or only imaginary testimonials, and we classified them according to whether they were real, or imaginary, or merely referred the reader to a book or list of testimonials—three classifications. And we undertook to divide up the ads with actual testimonials into these heads:

1. Bare list of names of users.
2. Name with letter of endorsement.
3. Name with letter and picture.
4. Name with letter and picture and incident.
5. Name with picture.
6. Name with picture and incident.
7. Name with incident.
8. Letter with name on request.
9. Picture (portrait), without name.

It would be of very great importance if we were able to look over the list and say of this or that type that it is the best and of another that it is useless.

But it cannot be done. Each classification has a most elastic value, determined by both internal and external causes. The usefulness of the list as a direct means of fixing value is nothing. Its whole importance consists in the indirect means it affords for studying the elements of the testimonial ad, gauging their relative strength under varying conditions and replacing some guesswork with approximate certainty.

Take the first item, the bare list of names of users—how much it depends on what names and how well they are known. One list

of names might be the most important thing we could put into an ad, and another list would not be worth printing. Or the first list would be splendid in one locality or for one purpose and profitless or even harmful in another locality or for another purpose. Extremely elastic, you see. And yet not hopeless or useless as a statement, or item, or memorandum. Common sense knows how to use it.

Take No. 2—"Name with letter of endorsement." Who wrote it? What is his standing? Does he know? Is he disinterested? What does he say? Is there a story there? Is the letter reproduced? Autographed? There are several things to be thought of. But an experienced hand can cast them up without much difficulty and tell whether a given ad in this class promises more as a mere piece of copy, without reference to the house, or campaign, or demand, than a given ad in the first class.



ACTUAL TESTIMONIAL OCCURRENCE DEVELOPED INTO NEWS AD

It should be still easier to tell with the third and fourth classifications; pictures and incidents give additional opportunities for driving home the argument. The opportunity may not be success-

fully embraced in every case, but it is there.

The other classifications are merely variations. The combination of name, picture and incident is the commonest. Much depends on the incident and the picture, so much that it would seem to be worth while going to considerable trouble to get hold of live testimonials of this character—illustrated stories out of *real life* about more or less important people with a *news* element to them.

#### ACTUAL OCCURRENCE PLAYED UP

One very good instance of this sticks out in last month's magazines—the Timken ad reproduced herewith. The picture itself did not come out very well, but it shows well enough. Here is an actual occurrence played up as news with an interesting story, and the name of the satisfied user buried modestly in the middle of the story, buried, but there. Name, picture and incident are all there, well linked together. Theoretically, at least, a good ad.

The eighth class of straight testimonial ads appears almost exclusively in the trade press or other mediums where appeal is being made for business.

A distinction will have to be made between a picture of a real occurrence, or a satisfied user, without the name being given, and a picture framed up for the occasion. One is a straight testimonial and the other only an imaginary testimonial.

As a whole, the list has this value—it helps us to realize the importance of *details*, and fills us with a desire to have them right. It suggests that the classification with the greatest number of appeals, as the fourth classification, may stand a chance of being the best, but it challenges analysis even of that assumption. The connotations back of just one bare name, that of J. P. Morgan & Co., in the banking world, may be more and stronger than the associations sought to be called up by lesser names with all the paraphernalia of picture, incident and letters.

## The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**





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# Published to Help the Readers in Their Work

Just as you read "Printers' Ink" to get the *how* and *why* of advertising, so each Hill Engineering Weekly tells its subscriber the *how* and *why* of his business or profession. The relations between the editorial pages and the advertising pages are remarkably close in this respect: the one tells him how to do a certain thing, the other *what with*. When you advertise in these papers you have an audience whose livelihood and progress depend on the kind of equipment you offer it.

## The HILL Engineering Weeklies

### *The Engineering and Mining Journal*

A circulation among mgrs., supts., mine owners, mining engineers and metallurgists—95 per cent wasteless for mfrs. who sell to metal mines. It is paid for, read and preserved; constantly referred to whenever there is anything they want to know or buy. 10,000.

### *Engineering News*

Civil engineering is the basis of all construction work. This is pre-eminently the civil engineering and contracting paper of this country. It is known as one of the most ably edited technical papers in the world and this brings to it the class of readers that are valuable to advertisers. 20,000.

### *American Machinist*

Devoted to machinery construction. A world-wide paper, published weekly here, in Great Britain and in the German language in Germany. Men who want to know how and "what with" buy this paper, read it carefully as a matter of business and buy the tools advertised. 26,750.

### *Power*

Power is a power in the power world. It goes to the men who manipulate energy in the power plants back of every large industry. They buy the machinery and equipment that is used in the generation and transmission of power. The only weekly in the field. 32,500.

### *Coal Age*

The only paper in the world devoted wholly to the engineering side of coal mining and therefore read by the men in charge—the ones who do the buying for America's coal mines. A live-wire paper of the first order. Its circulation is constantly growing. 12,000.

**HILL PUBLISHING CO., 505 Pearl St., New York**

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## ***This Advertisement Is Directed To Non-Advertising Manufacturers—***

About seventy per cent of our clients were non-advertisers before they met us. Most of them would have been advertisers before, had they realized how small an amount of money was necessary to test the power of advertising as applied to their propositions.

Any product which can be marketed through advertising to ten thousand people at a profit, can be sold in the same way with the same ratio of profit to ten million people of the same class.

The Law of Average can't go wrong.

We are peculiarly fitted to help manufacturers take their first advertising step, because of the completeness of our service.

We start at the very beginning. Trade marking, packaging, fixing prices and profits, framing up plans to "get" the dealer before advertising starts, training salesmen to sell a consumer demand instead of mere merchandise, lining up the clerk behind the counter, getting jobber's and jobber's salesmen's co-operation—these, and a score of other phases

of every campaign—phases even more important than the actual advertising—form a large part of our every-day work.

Ours is a double service—we offer actual selling help as well as advertising help—yet we charge no more than any of the better class agencies.

If you would be interested in making a preliminary test of the profit possibilities of advertising as applied to your product, before committing yourself beyond a small trial appropriation, we would like to hear from you—for we have a real story to tell you—a story brimful of success for others.

Merely say "We're interested" on your business letterhead—you'll hear from us by return mail. Write us to-day.

**RUTHRAUFF & RYAN**  
***Advertising***  
**452 Fourth Avenue      NEW YORK**

## Says Automobile Follow-up Is Deficient

THE FAVORITE STOVE & RANGE COMPANY  
PIQUA, O., Aug. 11, 1913.

Editor of PRINTERS' INK:

I read the article by J. K. in the July 24 number with a great deal of interest. He described his experiences with several motor car manufacturers' follow-ups. I, too, have had identical experiences.

Some time ago I was in the market for a new car, and wrote to a number of makers of cars ranging in price from \$1,500 to \$3,000. I received in reply numerous form letters signed with rubber stamps, a number of introduction cards to dealers who never communicated with me in any manner, and some good and bad catalogues. Some of these letters misspelled my name, and others contained various errors.

In this connection, Mr. Anderson's letter following J. K.'s statements, in which the former says that such mistakes happen infrequently, is rather amusing, as the Chalmers Company was the one which misspelled my name.

Some of the follow-ups were good, and I want to pay especial tribute to the Franklin Company.

The car I bought was not a Franklin, as at that time a number of my friends who owned motor cars, and others more familiar with their features than I, strongly advised against air cooling, and the Franklin literature which I received did not sufficiently offset that impression.

Since that time, however, a friend of mine who was also interested in the Franklin, has turned over to me the follow-up literature which he continues to receive almost weekly.

This consists of inexpensively, yet well printed pamphlets and folders on the advantages of the Franklin, told well, and these are invariably accompanied by strong form letters which tell more about motor car construction, written understandingly for laymen like myself, than any other motor literature I have ever seen.

If my present car were not so satisfactory I would be almost inclined to wager that my next car would be a Franklin, merely on the strength of the follow-up. So far as the dealer is concerned to whom my friend and myself were referred, we have not yet heard from him.

J. A. UNDERWOOD.

## Munsey Papers Will Print Agency Talks

The Munsey newspapers, the New York Press, the Baltimore News, the Washington Times, and the Philadelphia Times, have invited agencies throughout the country to express their views on the possibilities of intelligent, truthful advertising.

These opinions, signed by the agencies which give them, will be run in the Munsey newspapers in space equal to seventy-five lines by two columns under some such heading as "Advertising Talks by Prominent Advertising Agencies."

## Defends Himself with Display Advertising

Of the ends to which advertising can be put there is apparently no limit. The latest comes from Chicago, where a man indicted under a very serious charge and standing trial in the courts has burst into the advertising columns with sizable display copy begging the people of the Windy City not to condemn him before hand, but to wait until such time as he has an opportunity to defend himself and tell his story in open court.

The man is Joseph Fish, a fire insurance adjuster, who has been charged with very serious cases of arson and

### To the Citizens of Chicago:

On the advice of my lawyers I am doing no talking, but my friends and the people who know me have every confidence in me and know that I am not guilty of the serious crimes charged against me.

I ask the people of Chicago not to condemn me as a rascal, but because I have been indicted. Many innocent men have been indicted before this and later acquitted, as I know I shall be when my case comes to trial. While I will say at the outset possible that

Joseph Fish

attempts to defraud the insurance companies by means of "planted" fires. And the advertisement ran in all of the Chicago newspapers, occupying three columns width by nearly six inches in depth.

Just previous to the time the advertisement appeared the Chicago newspapers had been running a great many stories relative to the Fish charges, most of them highly prejudiced against him.

What was the result of this advertising no one is in a position to exactly say. But the least that can be said for it is that it must have brought many a Chicago newspaper reader to his senses and to a renewed realization of the truth that every man has a right to be considered innocent until actually found guilty. On the other hand, it is wholly probable that it did much to mold popular opinion favorable to the indicted man.

## Cartoons in Bank Advertising

The Union National Bank, of Louisville, Ky., which publishes a house-organ in the form of a monthly trade letter, has adopted the use of cartoons as a feature of the publication. Paul Plashke, cartoonist of the Louisville Times, is drawing the illustrations. The publication is given credit by the bank for greatly stimulating its business.

## Cooke Joins "Popular Electricity"

Bennett W. Cooke, formerly with the Chicago Daily News as an advertising representative, has accepted the position of assistant advertising manager of Popular Electricity and the World's Advance (formerly Popular Electricity Magazine).

*A Real Fashion Service  
for the One Best  
Newspaper*



*Typical Ladies' Home Journal daily fashion feature, as supplied to leading newspapers*





1-800-955-6111

800-780-7800

7854-7855





# The Proposition

Ladies' Home Journal fashions which have heretofore been shown only in the Ladies' Home Journal and our own pattern publications are now for the first time being offered to newspaper publishers for use as a daily or weekly news feature.

These fashion articles feature the patterns exclusively handled by such merchants as Wanamaker and Marshall Field. Women readers today demand in their newspaper daily flashes from Paris and Fifth Avenue—pictures and stories of the latest vagary or the newest refinement in dress.

The style department in a newspaper is first of all a *news feature*—as much so as “the standing of the clubs.”

Beyond that it may also render *personal help* to the reader by furnishing her simple, workable patterns from which she may make the garment for herself.

We offer a service combining both these essentials.

1. Authoritative style news and illustrations.
2. Faithful and practical patterns which may be sold at a profit to the newspaper.

One good newspaper in each city may obtain this service from us.

Arrangements may be made whereby newspapers may carry these fashions in co-operation—not in competition—with local dry-goods and department stores. The Ladies' Home Journal Fashion Service is now being supplied to the following publications (in addition to The Ladies' Home Journal, The Criterion of Fashion, The Country Gentleman, The Style Book and The Embroidery Book).

## Daily Service

Chicago Daily News  
New York Globe  
Washington Post  
Baltimore News  
Tacoma Tribune

Sacramento Bee  
Paterson Evening News  
Logansport Journal-Tribune  
Cheyenne State Leader

Washington (Pa.)  
Reporter and Observer  
Nashua Telegraph  
Trenton Times  
and 70 others

## Sunday Service (in addition to daily)

Philadelphia  
Public Ledger

Cincinnati  
Commercial Tribune

Buffalo Courier

## Monthly Service

Woman's World

The Housewife  
School Progress

People's Popular Monthly

A typical example of our two-column, ten-inch daily service is shown within. Weekly service is in full-page form. We supply mats or plates of complete feature. Wire or write for terms to

**The Ladies' Home Journal Fashion News Service**  
615 West 43rd Street, New York City



## Newspaper Costs From English View-point

An Inquiry Into Some Things Which Are Expected to Follow Lord Northcliffe's Reduction of the Price of "The Times"—Side Lights on the White Paper Situation

By Thomas Russell

*THE Times* of London (which shudders to see itself quoted in America as the *London Times*) reduced its price recently to two pence—four cents—a day, after having been three pence for a generation or more. *The Times* is controlled by Lord Northcliffe, whose best-known feat is to have made a halfpenny—one cent—the only practical price for a popular daily. His *Daily Mail* will probably always print a million copies by the end of this year. His *Evening News*—also at a halfpenny—is so good that, although many people still buy a penny evening paper, they always take the *Evening News* as well; the sale is 600,000 every night. In reducing the price of *The Times*, Lord Northcliffe has followed his established policy. *The Times* contains every day from 20 to 24 pages of very good paper, and every now and then it goes to 64, 72 or more pages on some special issue, not uninfluenced by the extraordinary genius of the advertisement manager—my successor in that position, James Murray Allison.

But the expansion of daily papers, both in size and circulation, raises a problem which may at any time become acute, and must become so at some date. Various experts hold different opinions on this. Some say that the squeeze will come within five years from now. Robert Donald, editor of the *Daily Chronicle*, one of the great newspaper experts, thinks that it will not come for twenty years. But sooner or later the enormous consumption of paper will create a famine in paper material. Already foresighted newspaper men have protected them-

selves. Wood pulp is the only thing that news paper can be made from at a practicable price at the present time. Lord Northcliffe's vast organization prints from eight to nine million copies of family periodicals weekly, the nine million a week of the *Daily Mail* and *Evening News*, and at least two or three millions of other publications in the news class. It owns forests, steamers and vast paper works in Newfoundland and England. Contracts for paper and pulp are made in Scandinavia, Canada and other lumber areas for many years ahead by all important newspaper proprietors. In some places forests are becoming dangerously depleted. The consumption of news paper is increasing every week. South America has one daily with a circulation of a million and will have more. Some terrifying facts along this line were recently published by the *Daily Mail*, in which John McBain, a highly qualified newspaper expert, sounded a note of alarm of which the reverberations have shaken the nerves of the whole journalistic fraternity in this country. The evident ability of the writer, and the fact that his warning was printed in the *Daily Mail*, make Mr. McBain's warning ominous. But many people are asking, as well, what precisely is the little game foreshadowed by the fact that Lord Northcliffe's paper accepted and published his article. Mr. McBain said in part as follows:

"The key to the whole situation is to be found on the other side of the Atlantic, where one finds a hundred million of the most avid consumers of newspapers in the world.

### WHAT AN AUTHORITY THINKS

"Compared with this vast trans-Atlantic market (and the republics of South America are becoming as insistent in their demands for newspapers as the United States) the British demand for raw material bears no comparison, of course, but it is growing annually, and the British newspaper is confronted by the same problems as those in the United States—in-

crease of cost of production in every department. And while the growth in expense increases, the amount received from the sale of each copy remains exactly as in 1896, when the first serious attempt at a halfpenny newspaper in Great Britain was made by the *Mail*.

"The reduction of the cost of *The Times* means a saving of £1 6s per annum to each reader. An increase in the cost of the *Daily Mail* from a halfpenny to a penny would increase the reader's outlay by thirteen shillings per annum. Perhaps the bare prospect of increase in the price of a morning paper would come as a surprise to English readers who are not watching what is happening on the other side of the Atlantic. An increase of thirteen shillings a year is not a serious factor in everyday life, but the probability is that if one halfpenny newspaper took the lead practically every other halfpenny newspaper would increase its cost by thirteen shillings per annum.

"What is happening with so many newspapers is also happening with the popular American magazines, which have been increased in price from 5d to 7½d and more. A notable instance is the case of the *Ladies' Home Journal*, which was compelled to increase its price some years ago from 10 cents (5d) to 15 cents (7½d).

"It is not likely that the movement will be confined to the United States, for the newspaper and magazine balance sheets on this side of the Atlantic have suffered as heavily as on the other, as can easily be proved if the facts are questioned. The suggestion has been made in the United States that two new coins should be created, one equal to about three farthings of our money and the other to three halfpence. It is believed that with a coin of the value of three farthings the halfpenny (one cent) paper might be revived again, and that a three-halfpenny coin would serve for the more bulky journals. Three halfpence, it may be mentioned, is the price of the *New York Herald*."

These are serious warnings. Do they mean that the *Daily Mail* contemplates raising its price to a penny? Three farthings would obviously be an unworkable rate. It may not seem so to you, over there; but the little farthing coin representing half a cent is so little loved among Britishers that a huge task would be involved in making the three-farthing price.

#### WHAT PRICE CHANGES MEAN

It would be a funny thing if, having reduced *The Times* to two pence, Lord Northcliffe raised the *Daily Mail* to a penny. The reduction in *The Times* must be hitting the penny morning papers hard. The *Daily Telegraph* is nearly as bulky as *The Times* and carries a larger quantity of advertising; men who formerly paid double the price of the popular paper to have the *Telegraph* are in many cases paying double the price of the *Telegraph* to have *The Times*; and *The Times* at two pence is certainly better value than the *Telegraph* at a penny. The *Morning Post* at a penny is in a peculiar position. It is the fashionable paper for society ladies and has the largest domestic servants "want" patronage. It carries little other advertising and is the only London daily which will not accept illustrated announcements. The *Standard*, also at a penny, has in the last twelve months considerably increased its circulation and advertising. Of the penny papers the *Daily Telegraph* will suffer most from the reduction in price of *The Times* and the *Standard* least.

One point seems to have been overlooked by Mr. McBain. To raise the *Daily Mail* to three farthings would certainly reduce its circulation in some degree. If it brought in £500 a day more from sales it is as much as it could be expected to bring. By putting in two extra advertisement pages the revenue would be increased fully £600 a day, and no circulation would be lost. Does not the advertisement manager, both here and in America, hold the key to the paper problem?

# The Place of Prophecy In Advertising

is becoming more and more important. It is frequently possible to predetermine the chances for the success of a proposed advertising campaign if sufficient data are available. In the field of the

## Engineering Record

we have been collecting data on past and present advertising campaigns, for the purpose of determining in advance what products and what kind of advertising will appeal to its readers.

This information is at the disposal of anybody whose business comes within the advertising scope of the Engineering Record.

### McGraw Publishing Co., Inc.

239 West 39th Street, New York

#### Engineering Record

**Weekly. Circulation 19,500.** Read by civil engineers, contractors, water works executives and municipal officials. Carries more advertising than any other engineering journal. Has doubled in circulation within a few years.

#### Electric Railway Journal

**Weekly. Circulation 8000.** Read by practically all important electric railway executives and department heads. Covers the field completely.

#### Electrical World

**Weekly. Circulation 20,000.** The most influential journal of the industry it serves. Used by over 500 advertisers weekly to reach central stations, isolated plants, electrical engineers, contractors, jobbers and dealers.

#### Metallurgical and Chemical Engineering

**Monthly. Circulation 5,000.** Carries a vital message for executive and operating officials in chemical, electrochemical and allied industries, iron and steel plants, metal-treating plants, ore dressing mills, smelters and refineries.



## Character Circulation Sells Cars

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¶ In the net total amount of Automobile advertising carried in the first six months of 1913, The Chicago Record-Herald showed a larger gain over the same months of 1912 than any other Chicago newspaper—morning or evening.

¶ Of the three leading morning newspapers in Chicago it was the only paper to show a display gain—the other two suffered losses.

¶ The Chicago Record-Herald carried more Automobile classified advertising in the period from January 1 to June 30, 1913, than any other Chicago newspaper—morning or evening.

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*Advertising which will sell  
automobiles will sell any of the  
luxuries or necessities of life*

### THE CHICAGO RECORD-HERALD

The Second Largest Circulation in the Chicago Morning Field

The Eighth Largest in America

**JOHN B. WOODWARD**

Eastern Advertising Representative  
708-10 Times Bldg., New York City

## The Magazine Suit as Viewed from Inside

What the Periodical Clearing House Tried to Do and How the Government Seems to Have Had a Wrong Tip as to the Association's Activities—Attention Desired and Obtained

By Herbert S. Houston

President, Periodical Clearing House

THE real points decided in the Government's suit against the Periodical Clearing House are negative rather than positive. No important commercial principle has been established, for none was involved. The publishers have successfully defended themselves against the charge that their trade organization was in violation of the Sherman Law.

When the suit was brought two years ago there was a great beating of tom-toms and blowing of trumpets throughout the country about the "Magazine Trust." Not only all the funny men, but practically all of the heavy editorial writers had their thrust at the muck-raking magazines, which had been caught red-handed in carrying forward a trust of their own.

As I said to *The Sun* the other day, the case really looked like one for Dickens in *Pickwick*, or another Jarndice and Jarndice. The truth is we had decided to dissolve the Periodical Clearing House because it didn't seem to be rendering an especially important service. Then the heavy ordinance of the Department of Justice roared and we forthwith revived the Clearing House so it could defend itself. And much to our satisfaction, it has succeeded in doing that successfully. Of course, it has cost many thousands of dollars to do it, it has required a great expenditure of time, it has caused the presentation of thousands of pages of testimony, and, now, after having an adverse decision against it in the United States District Court, the Government has declined to appeal, and the time in which it

can appeal has elapsed. So the case rests with us.

Charges were brought when the suit was begun that the publishers in the Periodical Clearing House had combined to fix the prices of sale and resale on their magazines to the public. But in all the testimony taken, nothing was presented to justify this charge. It was made perfectly clear that each publisher fixed his own price to subscription agents and fixed his own price to the public, and that the sole purpose of the Periodical Clearing House was to eliminate some of the bad practices which some subscription agents follow. These were largely of a technical nature that belong to the conduct of the business. They were of great importance to the publishers and of great importance to the upright and responsible subscription agents.

### THE FUTURE POLICY

Since the Clearing House suspended all activities, as it had done before the suit was brought—the only activity it has gone forward with has been that of defending itself against this expensive suit brought by the Government—the publishers have gone along and worked out their subscription activities on their own independent lines. This is what they will probably continue to do. They are fixing the prices at which their magazines are to be sold to agents now, just as they did while the Clearing House was in operation, and they are individually undertaking to establish better conditions in the subscription agency business, just as they were undertaking to establish them collectively through their organization.

Beyond question, the Periodical Clearing House in its short and unhappy career did some good. It focused the attention of publishers and of agents on practices that were harmful to both of them and to the public as well. The utterly irresponsible agent has largely put himself out of business because he has found it unprofitable and often impossible to play fast and loose with both the publishers and the public.

## Slight Changes That Make Displays Better

**Ninety Per Cent Ads That Might Well Be One Hundred—Revisions of Some Current Copy—The Dangers of Too Much Intimacy with the Goods and What They Lead to in Faulty Typography**

By Gilbert P. Farrar

**A** CORRESPONDENT says: "The changes you have suggested in your series of typographical display articles in **PRINTERS' INK** are usually some very small part of the ad. Why not get a few really poor ads—ads that are weak in nearly every part—and then build an entirely new ad."

I do not believe anyone can say that an ad is so poor that they can build a superior one without knowing all the facts, such as the plan and the purposes of the entire campaign and the class of people to be reached.

My idea in this series has been an endeavor to suggest for numerous ads displays that have an advertising reason back of them.

I have not changed a line of copy in the ads. I have used the same copy with changed and rearranged emphasis.

I have confined my criticism to the display of the ads and the display only.

Some correspondents have said that my changes were simply the opinions of one man. They are. They are the opinions of a man who has done little else than make

a life study of every reason from typographical, psychological and modern advertising standpoints that he could find.

The ads criticised have not, as a rule, been the really poor ads. In fact, many of the ads have been considered very effective before any change was suggested.

The idea has been to show ads that were fairly good in display, and then try to point out the defect so plainly and in such a common-sense manner that it would not be repeated in the future ads of the same advertiser, nor tried out by some new advertiser.

We have actual evidence where advertisers other than those whose

### Williams' Shaving Powder



It's just as easy to shave in a hurry as it is to take your time—with Williams' Quick and Easy Shaving Powder. The quick action of the creamy and abundant lather is only equalled by the handy snap-open, snap-shut action of the hinged-cover box.

FOUR FORMS OF THE SAME GOOD QUALITY:

### Williams'

Shaving Stick, Hinged-cover Holder-Top  
Holder-Top Shaving Stick  
Shaving Powder, Hinged-cover  
Shaving Cream (in tubes)

#### SPECIAL OFFER

**Men's Combination Package**  
consisting of a liberal trial sample of Williams' Shaving Cream, Hinged-cover Shaving Powder, Hinged-cover Holder-Top Shaving Stick, and Shaving Cream (in tubes). A small sample of each of the above articles is enclosed for the advertiser's use.

The J. B. WILLIAMS CO., Dept. A, Gloucestershire, Conn.



### Williams' Shaving Powder

It's just as easy to shave in a hurry as it is to take your time—with Williams' Quick and Easy Shaving Powder. The quick action of the creamy and abundant lather is only equalled by the handy snap-open, snap-shut action of the hinged-cover box.

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The J. B. WILLIAMS CO., Dept. A, Gloucestershire, Conn.

FIGS. 1 AND 2—A REVISION TO PUT NAME OF GOODS IN LOGICAL POSITION



If you received a dollar



for every time the  
Wrigley Spearmint Cards

were read yesterday  
in the Street Cars of the  
United States,



estimating that only one  
rider out of every ten read  
them -

how much money  
do you suppose  
you would get?



Ans -

\$3,000,000.00

We are in a position to ask you,

How much more business would you get if  
your advertisements were read 3,000,000 times  
a day every day in the year?

Street Railway Advertising Co. - Station Bldg. - New York

**I**F you want effective co-operation from the dealer, and most advertisers need this more than almost anything else, it will pay you to look into our record in this matter.

In some cases it has taken us quite a little time to make the dealer see that his interests were identical in many points with those of the manufacturer but we've never yet failed to show him where loyalty would be profitable.

We might add that we never tried force, bribes, bonuses, or any form of trickery or cajolery, because we want him to "stay put" when we once get him convinced. *He does.*

Williams & Cunnyingham  
1714 Mallery Building  
Chicago

ads were changed have seen the points and changed their ads accordingly.

In an article on "The Long, Narrow Column," I tried to show the reason why the name of the goods should not be placed "out of the reach of the eye"—too high—on ads of this kind. It is interesting to note how generally the suggestion to put the name near the golden center of a long ad was adopted.

The Williams Shaving Powder

tiser will follow the idea and jam the name away up on the top of the ad and leave out all semblance of the name in the bottom part of the ad instead of repeating a *part* as is done in the Williams ad.

It is interesting to know that many of the smaller advertisers consider an ad the best that can be done simply because one of the large national advertisers uses it.

When I first noticed the Angle Lamp ad (Fig. 3) I thought: "Well! that is certainly one of the ads that can't be buried, and the goods hook up with the display in great shape."

"That is a fine ad. Let's get one. What's the name? Ah!" continued my wife, with pencil and paper, "The Extra Light."

Imagine my surprise when I discovered, on reading the ad through, that the real name of the lamp was the Angle Lamp.

The name "Angle Lamp" would make a good heading for this ad instead of the heading, "The Extra Light," but both the name of the lamp and heading of the ad can be used as shown in the revision, as Fig. 4.

Fig. 3 is typical of many present-day ads. The man who owns the business knows the name of the goods so well, the advertising manager hears the name of the goods every few minutes during the working day, and the man who builds the ad becomes so familiar with the name of the goods that he does not form an adequate idea of its importance.

Hence, the ad appears strong in display and argument, but the only thing by which the customer can distinguish the advertiser's goods from those of his competitor's—the name—is missing. And prospects to-day haven't much time to dig into the ad for the name.

It is a condition much discussed by advertising men. All hands live too close to the product to get the prospect's view-point. Ver-

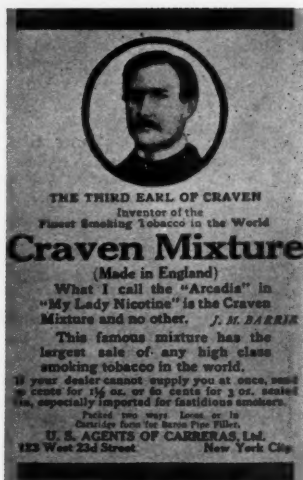


FIGS. 3 AND 4—NOTE THE DISPLAY OF THE NAME IN REVISED COPY

ad (Fig. 1) is one of only a very few of the recent ads that places the name of the goods beyond the reach of the vision. In this case, however, the advertiser will say that the name is also near the bottom of the ad.

Nevertheless the revised ad shown as Fig. 2 is just as "pretty" as the original ad (Fig. 1) and the complete name of the goods appears where normal human beings look for the name of the goods—under the cut. And the nature of this particular cut almost *forces* the eye to look below the cut.

The real danger of an ad like Fig. 1, which is a good ad as it stands, is that some small adver-



THE THIRD EARL OF CRAVEN  
Inventor of the  
Finest Smoking Tobacco in the World

**Craven Mixture**  
(Made in England)

What I call the "Arcadia" in  
"My Lady Nicotine" is the Craven  
Mixture and no other. J. M. BARRIE

This famous mixture has the  
largest sale of any high class  
smoking tobacco in the world.

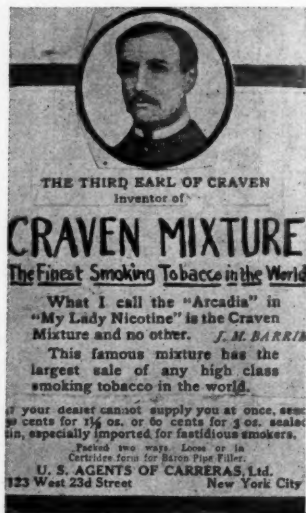
If your dealer cannot supply you at once, send  
50 cents for 1½ oz. or 60 cents for 3 oz. sealed  
tin, especially imported for fastidious smokers.

Packed two ways. Loose or in  
Cigarettes from the Baron Pipe Filler.

U. S. AGENTS OF CARRERAS, Ltd.  
123 West 23d Street New York City

FIG. 5—A MIXTURE OF WHAT? COMPARE  
FIG. 6

ily, familiarity sometimes breeds  
neglect, either consciously or un-  
consciously.



THE THIRD EARL OF CRAVEN  
Inventor of

**CRAVEN MIXTURE**  
The Finest Smoking Tobacco in the World

What I call the "Arcadia" in  
"My Lady Nicotine" is the Craven  
Mixture and no other. J. M. BARRIE

This famous mixture has the  
largest sale of any high class  
smoking tobacco in the world.

If your dealer cannot supply you at once, send  
50 cents for 1½ oz. or 60 cents for 3 oz. sealed  
tin, especially imported for fastidious smokers.

Packed two ways. Loose or in  
Cigarettes from the Baron Pipe Filler.

U. S. AGENTS OF CARRERAS, Ltd.  
123 West 23d Street New York City

FIG. 6—A MINOR DISPLAY LINE WILL  
TELL THE WHOLE STORY

I have always contended that in  
the majority of ads it is not a wise  
policy to display the name only.  
A name alone seldom means much  
to the average reader.

As an opposite to the Angle  
Lamp display some ads show the  
name only, without any selling  
point or reason-why argument  
that describes or explains the  
goods.

The Craven Mixture ad (Fig.  
5) is one of this style. Craven  
Mixture may mean many things  
in connection with the photo, at a  
casual glance.

If, however, we display the  
statement that Craven Mixture is  
the finest tobacco in the world, as  
shown in Fig. 6, we immediately  
interest smokers who are usually  
after the best tobacco that can be  
obtained.

"The Finest Tobacco in the  
World" would mean little dis-  
played alone, and it seems weak  
and insincere as it stands in Fig.  
5. Neither does Craven Mixture  
mean much as it is shown in Fig.  
5. But I believe a connected and  
powerful thought is conveyed  
with a display like Fig. 6.

By lapping the circle photo on  
top of the plain band, we make  
space for the larger display line  
and also produce a more novel  
display and one that utilizes con-  
siderable lost white space.

It is the little things that count,  
and it is worth while to see that  
all the little things are in an ad  
and in their right place.

### Salt Lake City Entertained Railway Ad Men

J. W. Booth, advertising agent of the  
Missouri Pacific-Iron Mt. System, and  
president of the St. Louis Ad League,  
was one of the group of transconti-  
nental railway advertising men who met  
recently at Salt Lake City for four  
days. They were the guests of the  
Commercial Club.

### A Connoisseur of Works

"Perhaps you are familiar with the  
works of Ingersoll?" smilingly inquired  
the book-salesman, as he reached under  
his coat for the sample bindings.

"Sure I am," replied Mr. Goldberg,  
the jeweler; "undt it's a good vatch for  
der money!"—*Publishers' Weekly*.



Farmers are beginning to believe just as much in alfalfa as in the pigs-in-clover road to prosperity.

One day last Spring 3000 farmers came—in 500 automobiles and behind as many good horses—to see, and to hear, how one regular contributor to *The Breeder's Gazette* raises alfalfa.

Now, when 3000 of a farmer's neighbors stop work and travel miles to listen to him, they are confident that he has something worth while to say, and when such farmers write regularly for a farm paper, that paper must enjoy the attention and confidence of its readers.

The reader's confidence in a paper coupled with his power to buy makes the advertising space in that paper valuable. That meeting of 3000 automobiling farmers at the home of a *Breeder's Gazette* man is evidence of confidence and power to buy, with a vengeance.

Such confidence and purchasing power have for years kept *The Breeder's Gazette* at the head of the list, in volume of advertising carried in farm publications.

Look at *Printers' Ink*, the final issue of each month, for the standing of *The Breeder's Gazette* in volume of advertising.

Send for a sample copy of what was declared by a Congressman in the House of Representatives to be the "most influential and widely read farm journal in the United States."



## **The Breeder's Gazette**

542 South Dearborn Street, Chicago, Illinois

GEORGE W. HERBERT, Inc.  
600 Advertising Bldg.  
Chicago, Ill.

WALLACE C. RICHARDSON, INC.  
41 Park Row  
New York, N. Y.

# 'HOW to sell it' number of the Dry Goods Economist Sept. 20<sup>th</sup>

**S**EVERAL hundred practical retail advertising managers, display managers and buyers have been invited to co-operate with the Economist staff in producing an issue which we believe will contain the most valuable presentation of "HOW TO SELL IT" ever covered by any publication.

One of the many questions we have put up to the retail ad men is this:

"What is the best example in your experience of co-operation on the part of a manufacturer in helping you sell goods?"

Of course the answers to this and dozens of other questions are going to be intensely interesting to the selling factors in thousands of dry goods and department stores.

The very nature of the editorial subject spells opportunity to advertisers who hunger for re-

tail co-operation—for direct dealer influence—for sales—action in the stores where their goods are on sale.

If you have merchandise to be moved through dry goods or department stores get into this issue with an advertisement covering the "HOW TO SELL IT" story about your goods.

Tell the more than 12,000 hustling readers of the Economist what you furnish in the way of sales co-operation—give them the talking points on your goods.

The "HOW TO SELL IT" number will be of lasting value to those on whom you depend for displaying and selling your goods.

Can you afford to get along without their co-operation? Of course not. Get that dominating spread under way. Write at once for booklet showing how to make the most of this number.

Advertising forms close  
Wednesday, September 10th.

## **Dry Goods Economist**

**231 West 39th Street**

**NEW YORK**

***In Its 67th Year***

The national authority on matters concerning dry goods and department stores. Issued weekly. Average circulation past year, 12,162 copies per week.

Forms close Wednesday.

Type page 9x13.

# How the Shifting of Population Is Affecting Possible Markets

By William J. Harris

Director of The United States Census

[EDITORIAL NOTE: How is the steady flux of population in the United States affecting the "markets" of advertisers? Is there any definite direction to the ceaseless drift of people? Can the relative populations of the various sections ten years hence be forecasted with any degree of certainty?

A bird's-eye view of past censuses may aid advertisers by disclosing the meaning of any long-continued drift to this section and that.

There is need of a skilled interpreter of the statistics, and the Director of the United States Census is well qualified to indicate the significant trends. The following article, prepared at the request of PRINTERS' INK, will explode some notions that have been entertained of late as to the movement of population in this country.]

THE distribution of the population in 1910, as compared with earlier census periods, shows a general migratory movement of population throughout the country, but with a decided trend west-

the West, comprising the Rocky Mountain and Pacific Coast states. In 1850, the census year immediately following the last considerable accession of territory, the population of the country was returned as somewhat more than 23,000,000, but by 1890 the population had grown to be nearly 63,000,000—an increase during the forty-year period of almost 40,000,000—and by 1910 had become substantially 92,000,000—an increase during the last twenty years of 29,000,000.

The proportion of the population found in each of the three main divisions of the country, and also east and west of the Mississippi River, at the censuses of 1910, 1900, 1890, and 1850, respectively, may be summarized as follows:

POPULATION.		1910.	1900.	1890	1850.
United States.....		91,972,266	75,994,575	32,947,714	23,191,876
North .....		55,757,115	47,379,699	39,817,386	14,030,446
South .....		29,389,330	24,523,527	20,028,059	8,982,612
West .....		6,825,821	4,091,349	3,102,269	178,818
PER CENT DISTRIBUTION.					
United States.....		100.0	100.0	100.0	100.0
North .....		60.6	62.3	63.3	60.5
South .....		32.0	32.3	31.8	38.7
West .....		7.4	5.4	4.9	0.8
East of Mississippi River...		70.4	72.4	73.4	91.4
West of Mississippi River...		29.6	27.6	26.6	8.6

ward, and to a less extent south-westward, thus indicating a continuation since 1900 of the migratory population drift westward which has characterized other decades.

The census figures show a wide range of variation in the rates of increase for the various states, but for a broad, general view the country may be divided into three sections: the North, comprising the New England, Middle Atlantic, and North Central states; the South, comprising the South Atlantic and South Central states; and

There has been substantially no change since 1850 in the proportion of the total population contained in the North—60.6 in 1910 and 60.5 in 1850, although somewhat higher in 1900 and 1890—but the proportion in the South has fallen from 38.7 to 32, while the proportion in the West has risen from less than one per cent (0.8) to 7.4 per cent. Seventenths (70.4 per cent) of the total population in 1910 was returned from states lying east of the Mississippi River, but in 1850 the states east of that river contained



more than nine-tenths (91.4 per cent) of the population.

#### SOME REASONS FOR THE CHANGES

These changes in the proportionate distribution of the total population are the result of natural increase, foreign immigration and interstate immigration of both the native and foreign-born elements, but the population of the South as a whole has been only slightly affected by foreign immigration.

During the last decade, 1900-1910, the population of the country increased 15,977,691, or 21 per cent, and during the preceding decade, 1890-1900, it increased 13,046,861, or 20.7 per cent. By sections the decennial increase for each decade was as follows:

	1900-1910		1890-1900	
	Increase.	Per cent.	Increase.	Per cent.
United States.....	15,977,691	21.0	13,046,861	20.7
North .....	8,377,416	17.7	7,562,313	19.0
South .....	4,865,803	19.8	4,495,468	22.4
West .....	2,734,472	66.8	989,080	31.9

The rate of increase from 1900 to 1910 was somewhat less than the rate from 1890 to 1900 for both the North and the South, but for the West the rate was more than double—66.8 per cent, as compared with 31.9 per cent.

The per cent distribution by sections of the total increase of the country for each decade was as follows:

	1900-1910	1890-1900
United States....	100.0	100.0
North .....	52.4	58.0
South .....	30.5	34.5
West .....	17.1	7.5
East of Mississippi River .....	60.7	67.8
West of Mississippi River .....	39.3	32.2

The Northern states, which, as already shown, contained more than three-fifths (62.3 per cent) of the total population in 1900, contributed 52.4 per cent of the increase since 1900; the Southern states, which contained nearly one-third (32.3 per cent) of the population in 1900, contributed 30.5 per cent of the increase, and the Western states, which contained only one-twentieth (5.4 per cent) of the population in 1900, contributed 17.1 per cent of the

increase. Three-fifths (60.7 per cent) of the total increase has been in the region east, and two-fifths (39.3 per cent) in the region west of the Mississippi River.

#### WHAT THE WEST HAS DONE

Of the total increase in the West since 1900 (2,734,472), 958,860 has been contributed by the Rocky Mountain states—Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, and Nevada—and 1,775,612 by the Pacific Coast states—Washington, Oregon, and California. The Pacific Coast states as a whole showed the highest rate of increase since 1900 of any geographic division of the country, or 73.5 per cent, while the Rocky Mountain states as a whole showed the next largest in-

crease, or 57.3 per cent. In the South, the four West South Central states—Arkansas, Louisiana, Oklahoma, and Texas—contributed 2,252,244 (1,714,596 in Oklahoma and Texas) to the total increase of the country since 1900, and in the North the three Middle Atlantic states—New York, New Jersey, and Pennsylvania—contributed 3,861,214. The rate of increase since 1900 for the West South Central states as a whole was 34.5 per cent, and for the Middle Atlantic states as a whole, 25 per cent. Approximately one-fourth (24.2 per cent) of the increase since 1900 in the country as a whole was in the Middle Atlantic states, and if to this group there are added the other groups of states showing high rates of increase—the Pacific, Mountain, and West South Central—it appears that these four groups together contributed more than half—8,847,930, or 55.4 per cent—of the total increase since 1900.

Of the total increase since 1900, 12,803,081, or more than four-fifths (80.1 per cent), was contributed by the native population

and 3,174,610, or one-fifth (19.9 per cent), by the foreign-born population. For the preceding decade, 1890-1900, the native element contributed 11,955,145, or more than nine-tenths (91.6 per cent), and the foreign-born 1,091,716, or less than one-tenth (8.4 per cent). The much larger proportion of the increase contributed by the foreign-born in 1900-1910, as compared with 1890-1900, is due to the greatly increased volume of immigration during the decade ending in 1910. The relative contributions made by the native and foreign-born in each of the main sections of the country were as follows:

by the foreign-born, and in the West about one-fifth, but in the South the increase was almost wholly made up of native population. The growth of population in the South is thus only slightly influenced by foreign immigration and, as a matter of fact, is very largely dependent upon natural increase, the interstate migration between the South and the North about counterbalancing, while the South has given the West a much greater number of its natives than it has received in return. For the decade 1900-1910 the whites contributed 82.7 per cent of the total increase of the South and the negroes 17 per cent, while for the

	Increase: 1900-1910		Increase: 1890-1900	
	Per cent native.	Per cent foreign born.	Per cent native	Per cent foreign born.
United States.....	80.1	19.9	91.6	8.4
North .....	70.8	29.2	87.1	12.9
South .....	86.6	13.4	99.0	1.0
West .....	79.4	20.6	92.4	7.6

In the North, very nearly three-tenths (29.2 per cent) of the increase since 1900 was contributed

decade 1890-1900 the corresponding percentages were 74 and 25.9, respectively, the increase in abso-

**"E**FFECTS will always correspond to causes," wrote Hume in one of his essays. Even so, results will always follow efficient advertising.

And efficient advertising means an intelligent, truthful appeal, through a medium that reaches the public, where it is not merely a matter of dollars and cents, but where co-operation with the advertiser is carefully planned and worked out.

There is a good deal of competition in the advertising field at the present time, and it must be difficult, sometimes, to winnow the chaff from the wheat.

Fortunately, poster advertising has many advantages. The public see it every day, and, with Class A service, which means careful posting on steel boards with panelled and illuminated boards on the railroads and main thoroughfares, effects must follow.

If you advertise in Chicago millions of people will see your posters, and you will have a rare and rich field for the marketing of your product with all the force of our co-operation, and we know the city and the market, and how to help you solve your distribution and selling and other problems.

## AMERICAN POSTING SERVICE

B. W. ROBBINS, President

CHICAGO, ILL.

# RULE

*“Get a head start on the*

**P**OSTER Advertising  
to the people  
straight to them, and is so com-  
ing that they cannot get away from it.

Anything you say through any other medium  
if you have caught the public eye, will  
Advertising. Get “PUNCH” back.

## Poster Ad

*Send for entire*

## POSTER ADVERTISING AS

OFFICIAL S

Associated Billposters' Protective Co.....147 Fourth Ave., New York City  
A. M. Briggs Co.....816 Hippodrome Bldg., Cleveland, Ohio.  
Ivan B. Nordhem Co.....Bessemer Bldg., Pittsburgh, Pa.

# E 1:

## hearing."

ertising gets your story  
ople because it goes  
is so conspicuous and dominat-  
t away from it.

y other medium is immeasurably helped  
ic eye with your broadsides of Poster  
H" back of your entire campaign with

# Advertising

for estimates

**G ASSOCIATION, 1620 STEGER BLDG.  
CHICAGO**

**AL SOLICITORS**

Poster Selling Co.....1015 Fullerton Bldg., St. Louis, Missouri  
Geo. Enos Throop, Inc.....1516 Tribune Bldg., Chicago, Illinois  
Henry P. Wall.....101 Tremont St., Boston, Mass., and 5th Ave. Bldg., New York City

EXCLUSIVELY

# Poster Advertising

EVERYWHERE

*I offer an efficient  
service in 6,000  
cities and towns in  
the United States  
and Canada*

**WALL'S NATIONAL POSTER SERVICE, Inc.**

HENRY P. WALL, President

Fifth Avenue Building  
NEW YORK

Paddock Building  
BOSTON

*Have been in the Outdoor  
Advertising Business for  
nearly a quarter of a century*

lute numbers contributed by the negroes being less for the last decade than for the preceding.

#### URBAN GROWTH STEADY AND RAPID

There has been a steady and rapid increase in the proportion of urban population, which for the country as a whole rose from 29.5 per cent in 1880 to 36.1 per cent in 1890, 40.5 per cent in 1900, and 46.3 per cent in 1910. This is a continuation of a tendency which has been manifested conspicuously since 1820. The Census Bureau classifies as urban population that residing in cities and other incorporated places of 2,500 inhabitants or more, including New England towns of that population.

The distribution of the urban population in 1910, 1900, and 1890 by sections was as follows:

URBAN POPULATION.		1910.	1900.	1890.
United States.....		42,623,383	30,797,185	22,720,223
North .....		32,669,705	24,712,581	18,301,535
South .....		6,623,838	4,420,885	3,261,326
West .....		3,329,840	1,663,719	1,157,362
PER CENT URBAN.				
United States.....		46.3	40.5	36.1
North .....		58.6	52.2	46.0
South .....		22.5	18.0	16.3
West .....		48.8	40.7	37.3

The urban population in 1910 constituted, of the total population, 58.6 per cent in the North, 48.8 per cent in the West, and 22.5 per cent in the South; and in each of these sections the proportion of the population living in urban communities was larger in 1910 than in 1900, and larger in 1900 than in 1890. In the North, the proportion living in urban communities in the New England states constituted more than four-fifths (83.3 per cent) of the total population, in the Middle Atlantic states more than seven-tenths (71 per cent), and in the East North Central states—Ohio, Indiana, Illinois, Michigan, and Wisconsin—more than one-half (52.7 per cent); while in the West, the proportion was also very large (56.8 per cent) in the Pacific Coast states, where cities have shown a remarkable growth since 1900.

The per cent distribution by sections of the total urban popu-

lation at each census considered was as follows:

	1910.	1900.	1890.
United States.....	100.0	100.0	100.0
North .....	76.6	80.2	80.6
South .....	15.6	14.4	14.4
West .....	7.8	5.4	5.1

The North contained a somewhat less proportion of the total urban population in 1910 as compared with 1900 and 1890, with a slight increase in the proportion for the South and a somewhat larger increase in that for the West.

The population living in urban territory in 1910 (42,623,383), as compared with the population living in the same territory in 1900 (31,609,645), showed an increase in urban population during the decade of 11,013,738, or 34.8 per cent, while the population living

in rural territory in 1910 (49,348,883), as compared with the population living in the same territory in 1900 (44,384,930), showed an increase in rural population during the decade of 4,963,953, or 11.2 per cent. Of the total increase in the population of the United States during the last decade (15,977,691), therefore, substantially seven-tenths was in urban territory and only three-tenths in rural territory.

#### CANADIAN MOVEMENT

Besides the westward movement of population in this country, there has been developed in recent years a very considerable movement from this country to Canada, particularly western Canada, this class of migrants of both native and foreign stock being recruited largely from the North Central states; indeed, in several of these states more than half of the counties showed a decrease in

population since 1900, and in others there was a similar decrease in from 20 to 40 per cent of all the counties; but, of course, all of this decrease is not due to the movement to Canadian territory.

According to recent Canadian immigration reports, the number of settlers from the United States is steadily increasing, as shown by the following summary of admissions annually:

1907 (9 months).....	34,659
1908.....	58,312
1909.....	59,832
1910.....	103,798
1911.....	121,451
1912.....	133,710

From these figures it appears, therefore, that there has been admitted to Canada since July 1, 1907, a total of upwards of 500,000 immigrants of this class, of whom more than four-fifths were destined for western Canada.

The statistics of the most recent censuses, when summed up, show, therefore, that the movements of population to the West and to Canada and the rapid development of industrial urban communities are still progressing and, coupled with a probable continued high foreign immigration, seem to be in general on the increase rather than on the decline; and until the figures of another Federal census are available it would not be safe to assume that these movements are likely to be materially lessened for some time to come.

### A Fellow Expert Offers His Appreciation

THE EUGENE MCGUCKIN COMPANY  
ADVERTISING

PHILADELPHIA, Aug. 18, 1913.

Editor of PRINTERS' INK.

I note with pleasure the new angles of Gilbert P. Farrar's work, the article on "Effectiveness in Recent Printed Matter," in last week's issue of PRINTERS' INK.

Having read all of Mr. Farrar's articles in PRINTERS' INK on ad composition, and appreciating them greatly, I had hoped for something from him on printing, and now "he's gone and done it."

It's mighty good stuff and I firmly believe the readers of PRINTERS' INK will read these printing articles and get a great deal of good out of them.

ELLWOOD T. NAYLOR,  
Art and Printing Director.

## Indirect Copy That Gets Close to User

The Attitude of the Sales Manager of the "Ball-Band" Rubber Boots Toward the Copy of His House—Argument Features Matters in Which Farmer Has Expert Knowledge

THE recent dealers' number of the *Nebraska Farmer* carried the ad which is reproduced herewith. A correspondent of PRINTERS' INK, whose mind is a constant question mark in regard to copy that departs from the beaten path, asked if this indirect approach can possibly be profitable.

"What," he queried, "has shoeing a horse got to do with rubber boots? Isn't this kind of copy very properly avoided as amateurish by good copy writers?"

This query was passed on to the Mishawaka Woolen Mfg. Co., whose reply shows a well-reasoned attitude toward the problem of reaching the farmer.

E. J. W. Fink, sales manager, writes:

"In the first place, it might be well to call your attention to the entire series of small space ads used by us last season. It appears that the idea back of this series is

A SAMPLE OF THE "INDIRECT" SERIES

perhaps less obvious in the particular ad you have written about than in almost any of the others.

"Before the copy was written we picked out those features of Ball-Band rubber footwear which we believed would appeal to the farmer.



Then a list of articles was made with features comparable to Ball-Band features, but more evident because the farmer is better acquainted with the manufacture, use and repair of those articles than he is with the making of rubber footwear.

"A farmer knows a wagon's bright paint may cover putty-filled hubs, and since he admits he must consider the integrity of the man who makes his wagon, we say that he should consider the maker of his boots. Invisible defects may be in a rubber boot just as in a wagon.

"A farmer knows where and why a plow beam is strongest. We tell him the maker of Ball-Band rubber footwear makes a like provision for places of strain.

"Lapping the harrow half" is the farmer's way of harrowing doubly well. He would rather lap a harrow half than harrow twice.

"A farmer knows where and why a fence post first weakens. The manufacturers of Ball-Band footwear are just as well informed on boots, and provide against the

effect of 'earth, air and water.' Many farmers give more thought to their horses' shoes than to their own.

"It possibly might be admitted that there is an apparent indirectness of approach in these ads, but we believe it gets very close to the farmer. It applies the farmer's ideas of merit and quality to a product about which he necessarily knows little. We believe that the plow beam illusion doubles the strength of the statement that Ball-Band boots are reinforced where strains come.

"The copy, too, shows a fairly good acquaintance with many farm details, and we believe there is value in that, for by implication if Ball-Band manufacturers know farm conditions and plan their boots to meet such conditions, they should make good boots for farm wear."

F. W. Heiskel, who was recently advanced to advertising manager of the International Harvester Company, succeeding M. R. D. Owings, has appointed A. C. Seyfarth as assistant advertising manager.



¶ Caesar Augustus said, "I found Rome mud and left it marble," but with all due respect to Gus, he did nothing of the kind.

¶ No man can accomplish anything really big, except by co-operation with other men.

¶ We offer no rewards for individual workmen except when he works in harmony with others. Co-operation is written across every job we handle. Let us show you what effect this has on good Printing, good Lithographing or good Anything.



**CORLIES MACY & CO**  
*Printers and*  
*Lithographers*  
 221 PEARL ST.  
 NEW YORK

## Are Readers Tired of Being "You'd"?

Recent Ads That Suggest Overdoing of Second-Person Appeal—Is Politeness Being Ignored in the Advertising Pages?—The Peremptory Appeal at the Close of an Ad

By T. Harry Thompson

Of the W. R. McLain Company, Philadelphia.

WHEN a reader goes through the advertising pages of his favorite magazine or newspaper and has the word "you" hurled at him in Klaxon-voiced head-

It's "you" this and "YOU" that; the reader gets it in light-face italics and bold-face italics; in light-face caps and bold-face caps; he gets it underscored with one-point up to twelve-point brass; and he gets it hand-drawn in sizes that, were it type and had to be hiked to and fro between case and form, would put a curve in the printer's back that would make a half-moon look like Aaron's rod less the shrubbery.

In an effort to administer the psychological "shock" that will gain the reader's concentration and carry him through the ad, haven't we been laying it on a little thick? Isn't it impolite and

The collage contains several advertisements:

- Top Left:** "Reduced to a Minimum the Possibility of Such an Accident in Your Plant?"
- Top Right:** "Can You do what Others Have Done?"
- Center:** "The Cool One Wears B. V. D. Do You?"
- Bottom Left:** "The filing problem solved for you"
- Bottom Center:** "POWER-PLAN" and "Make Your Pulleys a"
- Bottom Right:** "How You can find out"
- Bottom Left (Large):** "ELKARTRU for your business"
- Bottom Right (Large):** "It for Your Business"

A FEW OF THE "YOU" APPEALS

lines, with the bulk of the emphasis on the one word, he must feel about the same as the traveling man who alights, grip in hand, from the limited and runs the gauntlet of "keb" drivers, each of whom is throating for attention and patronage.

inconsistent to shout at a stranger in such manner, taking his breath with 72-point *Cheltenham Bold*, and then expect him to receive our message kindly?

Please understand, I am not decrying the direct appeal, for, when properly handled, there is proba-

## 97% do all or a part of their own housework

This fact is of immense significance to advertisers considering The Mother's Magazine.

It proves our readers' chief interest is in their homes.

It proves they are the buying heads of families.

It proves they will read with eagerness about any product that will increase the comfort and efficiency or lessen the labor of the household.

It proves they are first-hand buyers.

These readers who do their own housework, live in the smaller cities and towns, of course. 21% go into towns of from 5,000 and under, 44% into towns from 5,000 to 25,000, 22% into towns from 25,000 to 100,000; but 13% in cities of 100,000 and over.

As purchasing agents for the home, these readers come into direct contact with the storekeeper. The demand for the advertised product is registered at headquarters by an interested principal.

Whatever facts you want to use in investigating the desirability of our field, our circulation and our readers, will be furnished.

Over 300,000 copies go into seven states in the Middle West—90% of our readers are mothers with an average of 4 children in the family.—Six people see every copy of the magazine.—56½% own their own homes.

More details on request.

(This ad is number 3 of a series)

OVER HALF  
A MILLION  
CIRCULATION

# THE MOTHER'S MAGAZINE

DAVID C. COOK PUBLISHING COMPANY  
ELGIN, ILLINOIS

Charles W. Yates  
Metropolitan Tower  
New York City

Sam Dennis  
Globe Democrat Bldg.  
St. Louis

W. J. Macdonald  
People's Gas Bldg  
Chicago



bly no more effective method of getting the message across, but I do say we should stop screaming at folks we have never met.

As I write, I am reminded of a certain car-card used by the promotion department of a street car advertising company. A stern-faced business man is pointing his finger right at you and shouting, as lustily as type will permit: "Don't leave this car until you have read every card in sight."

I'm not prepared, of course, to say arbitrarily that this ad does or does not accomplish its worthy purpose, but I remember that the first time I saw it, a won't-come-off illumined my title page as I soliloquized, "I should worry."

#### THE "FORCEFUL" ENDING

A little irrelevant, perhaps, to the title of this article, but nevertheless associated in a sense with the subject, is the matter of the "admonition"—the form of close the ad is to assume.

It seems to me that the time-honored, moss-covered "Do it now," "Write to-day," "Send NOW," etc., have been worked so "hard and heavy" that they deserve a good, long vacation, if not a life pension.

What does it mean to an intelligent reader to be deafened with a stranger's imperative "Write to-day. Don't delay"? Not so much as we think, perhaps.

If the copy has thoroughly "sold" him, a reader needs but a hint to comply with the advertiser's wishes. He has made up his mind pretty much before he reaches the "do-it-now" stuff.

How many salesmen would have the effrontery, or, I might say, the foolhardiness to expect an order from a prospect whom they approached with an "I'm-the-guy" air and at whom they belabored, "Sign that order blank NOW!"?

No, of course no one who had successfully evaded the local sanitary commission for any length of time would attempt a thing like that. But what about the ads? If some of them were suddenly vested with vocal proclivities, readers would have to Dan Patch to the cyclone cellars or else be paged

with a megaphone the rest of their natural life.

There's no mistaking it—a radical change in copy is coming and the advance agents have already staked off the grounds. Compare the simple kodak close: "There's a photographer in your town" with an imaginary one along the lines of the copy we have just been discussing: "Go to a photographer *at once*—don't put it off."

Readers with money of their own to spend as they like rebel at such stern, positive commands. The suggestive—the inferential—that little dispatcher that starts a train of thought toward the advertiser's station is the thing to be sought and applied.

Then "Are YOU getting YOUR share?" and "Send the post-card *right now*" and the myriad other blatant bromidioms may be shelved, pensioned or pastured and no one will ever miss them.

#### A Billet Doux from Ireland

INDEPENDENT NEWSPAPERS, LTD.

DUBLIN, IRELAND, Aug. 6, 1913.

Editor of PRINTERS' INK.

It is exactly 17 years ago this month since, in Coventry, England, I first clapped my eyes on PRINTERS' INK. I had come straight from school to learn the business of advertising. Was as green to business as grass. Two impressions that occurred to me on seeing the first copy of PRINTERS' INK are to day before my mind. I thought at the time that, for one thing, the title of the paper was absurd, and, secondly, that advertising being (to my green mind then) a game of bluff, it was giving away the whole bag of tricks to write about it.

I have unshipped a good many ideas regarding advertising and advertising publications in these 17 years, but one idea I have never seen any reason to abandon, and that is that PRINTERS' INK is the true guide, philosopher and friend of advertising. It has certainly been so to

T. A. GREHAN,  
Advt. Manager.

#### Lawton Business Manager Street & Finney

Francis Lawton, Jr., formerly of the commercial engineering department of the American Telephone & Telegraph Company, New York, has been appointed business manager of Street & Finney, New York.

Mr. Lawton was for some time advertising manager of the Chesapeake & Potomac (Bell) Telephone Company at Baltimore, and was later contract manager of the same company.

## The Reviving of An Old Question

There is a renewal of an old fight in New Haven (Conn.), where the *Journal-Courier* of that city is in bad with several of the leading department stores on account, so it is alleged, of that paper's printing advertisements of a New York house. There has always been more or less of a fight over the printing of advertisements, particularly department-store advertisements, of larger-town stores, in the smaller-town papers. Sometimes the newspapers themselves refuse to print them—sometimes they are bullied or coerced into such a refusal. In Middletown, Conn., there was, some years ago, a boycott of a newspaper there for admitting Hartford store advertising in their columns.

As a matter of fact, to the general citizen there is no doubt but that the printing of the advertising of any store from any source is beneficial. In that way he is protected by publicity from undue charges; by it he is educated to the values that are afforded, and, incidentally, he reads the announcements of his own town stores more carefully.

The result also is that the stores of his own town put on a better dress and offer better inducements than might otherwise be the case. That the people respond to this increased attractiveness and added inducements is well shown by the splendid advances made in Holyoke's dry goods and clothing stores during the past few years—*Boston Transcript*.

## Magazine Will Insist on a "Fair Profit"

*Good Housekeeping Magazine* has offered \$100 for the best letter setting forth "the plain, unvarnished truth about advertised goods that a merchant loses money on every time he makes a sale."

Results from the contest, which closed August 20, will be used in making up a list of advertisers whose copy the magazine will refuse to carry. This plan follows an outline given some time ago before the members of the Grocery and Allied Trade Press by Richard H. Waldo. In announcements recently made by the magazine it is said "the list marked 'Unfair' is well started—quite short, but very interesting."

## A Shoe Sale Prediction

The Roberts, Johnson & Rand Shoe Company, St. Louis, gave a banquet last week to the eighty-six members of the selling force. It was predicted that the firm will ship \$15,000,000 worth of shoes this year, and that the total shipment of all St. Louis shoe factories will be \$75,000,000. H. C. Wood presided as toastmaster, and R. N. Warmack, C. Reese, sales managers; Roy B. Simpson, advertising manager, and C. A. Wise, credit manager, were the speakers.

# COLLIN ARMSTRONG INCORPORATED

## Advertising & Sales Service

## 115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

## The 3,500,000 Consumers in Villages

What Changes in Advertising and Merchandising Methods the Manufacturer Must Make in Order to Reach Them and Secure Their Co-operation—Present Big Wastes of Literature

By Frank Farrington

[EDITORIAL NOTE.—There are in the United States some 63,000 villages having a population of less than 1,000. If we reckon 500 as the average, a modest estimate, that makes 3,150,000. The total rural population, however, is some 50,000,000 and presumably a large percentage of these use these villages and crossroads stores and could be made to use them more. We can see that it would make a considerable difference to the advertiser if he tried to apply city merchandising methods or even small town methods to village conditions, if the latter are different. Mr. Farrington shows that they are radically different and he goes on to tell what the manufacturer should do to co-operate with and enlist the co-operation of the 100,000 or more dealers in these 63,000 villages.]

THE retail merchant in the village or cross-road store lacks the best opportunity for advertising there is, and that is the local newspaper. Of course, the larger villages have weekly newspapers, but there are thousands of little villages up to 1,000 population that have no paper of their own at all.

Sometimes the village merchant will take space in the paper from the nearest town, if that paper circulates largely in his vicinity, but at the best the result is unsatisfactory and he is compelled to pay for a large proportion of waste circulation.

Where the village does have a local paper, the merchant is its chief support, and he usually takes a space proportionate to the size and importance of his business. He is usually willing to use the electros furnished by the manufacturer because he feels that that manufacturer ought to be in a position to get up a better advertisement than he himself can write. If he is at all well informed upon advertising of the sort he ought to do, he is very apt to be disappointed in the electros supplied. This is especially

true where they are more than a mere cut of the goods.

They are written by someone who does not understand the country trade, perhaps, and who emphasizes style where he should emphasize durability, and who uses criterions which mean little to his readers. Then, too, the cuts are very apt to say so much for the manufacturer and so little for the retailer that the latter doesn't get very enthusiastic over using them.

The cut very likely forms a complete advertisement in itself, with heading, body matter and signature (of the manufacturer), and a rule or border *all* the way around it. The merchant must put his own name outside of the border, where it looks about as much related to the advertisement as it does where it is stamped on the paper by the addressing machine.

Or the advertisement goes after the shoe business of the farmers' wives with talk to the effect that a certain shoe is "designed for the use, comfort and adornment of the modern women of many activities." "Many activities"? Yes, indeed, that ought to hit the farmer's wife, but it probably won't. Contrast that kind of talk with that of the accompanying clipped advertisement, which gets right down to brass tacks on the shoe question:

### Do You Work On Your Feet?

For the boy or man who works on his feet day after day, we have a line of shoes that will give the best satisfaction.

These shoes are heavy enough and strong enough to save the feet and yet they are not clumsy. They are good shoes for outdoor workers and we especially recommend them for farm use. We call them William's Work Shoes.

Indestructible soles and just as near waterproof as a shoe can be made.

Wear them yourself and get them for the boys for outdoor sports. All sizes \$2 and \$3.

With extra high tops \$2.50 and \$4.50.

Keep your feet warm and dry and avoid colds. You need these shoes this winter for stormy weather.

We guarantee them to give satisfaction.

**STAFFORD'S SHOE STORE**  
REPAIR SHOP TOO

## Please send us your catalog

**WE** will examine it thoroughly and will write you whether, in our opinion, you *can* or *cannot* materially increase your sales through telling your story to the 12,100 manufacturers in the Iron, Steel, Foundry, Machinery and Metal Working fields who read **THE IRON AGE**.

*You have nothing to lose by mailing your catalog to us and you and your business may be greatly benefited by our proposition.*

**Will you  
mail the  
coupon?**

**Our Catalog is attached  
Please tell us your story**

**The Iron Age**  
Box 125, New York

Name \_\_\_\_\_

Address \_\_\_\_\_

Adv. Mgr. \_\_\_\_\_



# CIRCULATION

N E W  
N E W  
N E W  
N E W  
N E W  
N E W

**means increase**

---

**NEW**

**Circulation means  
new vitality  
and life in your  
subscription  
list.**

**You hold what  
you have.**

**We add the NEW.**

**THE  
MAGAZINE CIRCULATION  
COMPANY**

**Incorporated**

**333 S. Dearborn Street  
Chicago, Ill.**

I believe that the manufacturer will make more friends among the retailers by supplying *sample copy that he can rewrite* into advertisements for his own store, copy made up with an understanding of the merchant's position and of the needs of his trade, than he will by furnishing ready-made cuts which fail to hit the nail on the head and which sometimes hit the dealer himself on the head.

**HOW MANUFACTURERS MAY USE  
STORE PAPERS**

A form of advertising that the country retailer is fast adopting is that of the store paper, a sort of local newspaper which the merchant himself issues for his own store, interspersing the advertisements with jokes and news items of interest to his patrons. These store papers are issued usually once a month and they are mailed to all the families within trading distance of the store. If they are well conducted, they come in a little while to take the place of a local paper to some degree and are looked for with interest by the people. They are made up like a small newspaper and vary from four to eight pages, the size of the pages usually being not far from 8½ by 11 inches.

Good, ready-made, advertisements or electros of the merchandise the dealer carries will be appreciated by him and used in his store paper to the mutual advantage of maker and retailer. These should be made to interest country people and should be written simply and displayed plainly.

These store papers are growing to fill an important place in rural business life and they may well be encouraged by the general advertisers who want to enlarge their field. Through these a demand may be developed which can scarcely be secured in any other way, or at least not at a similar cost.

The large circular, sometimes almost a poster in size, is a favorite form of advertising with the country merchant. These contain announcements and prices of special sales and fall or spring openings. They give regular

prices on many articles and special prices on some. They contain manufacturer's cuts in connection with announcements regarding standard goods. These big circulars are mailed direct to heads of families, and they are also posted inside and outside of the store and about the country on fences and barns. Manufacturers of articles of special use to the farmer are recommended to offer their help in connection with these circulars, to the extent of supplying electros for them. They are usually illustrated by having a few cuts to break up the monotony of all-type face and these cuts are almost invariably manufacturer's cuts.

Outside signs are valuable helps for the country merchant. Signs which can be read easily from some little distance down or up the road will serve to identify the dealer as the agent for a special line of goods and they will serve to remind the customer of the possible need for the goods. They answer to connect up the general advertising with the actual retail sale of the goods. In speaking of signs in this way I refer to large signs such as are sent on to a dealer for use on the outside of his store or warehouse—for many of these country dealers have good-sized storehouses.

A plainly printed muslin sign that will stand rain and wind is better for this use than anything fancy that will in a little while look cheap and shabby. Enameled metal signs are perhaps the best, but of course they are very expensive. The great trouble with the promiscuous distribution of signs of this sort is that they do not get put up, or, are not put up in a conspicuous place. This is due to thoughtlessness upon the part of the dealer, but it causes a waste of money for the manufacturer.

There should be a demand created for the sign first. That is, the dealer should be interested in it and made to ask for it before it is sent. Then there is more reason to think that he will be interested in putting it up properly and there is more excuse for ask-

The Metropolis, the only evening paper published in Jacksonville, Florida, averages about fifty per cent more local advertising in six days than its morning competitor.

The Metropolis publishes vastly more department store advertising in six days than its morning competitor does in seven.

The Metropolis publishes far more local classified advertising than its morning competitor.

The Metropolis is the only daily newspaper in Jacksonville that excludes from its columns all vulgar, vicious and objectionable forms of advertising.

The actual average circulation of the Metropolis for the first six months of 1913 was 17,784, of which 9,308 copies were delivered to Jacksonville homes.

## The Metropolis

G. A. McCLELLAN, *President*  
JACKSONVILLE, FLORIDA

The E. KATZ SPECIAL ADVERTISING AGENCY, Representatives, 15 Madison Square, North, New York City. Harris Trust Building, Chicago, Ill.

ing him to take pains with it and for following the matter up to see that he does so.

After the sign has been in the dealer's hands a few weeks, inquiry should be made regarding what disposition has been made of it. If the house has a representative who calls upon this man, inquiry can be made in person. But usually it must be made by mail and if at first no response is elicited a second and even a third letter should be sent. Care must of course be exercised in writing these letters, because to irritate the dealer is to make the occurrence result in a loss of his interest and perhaps of his trade.

But an expensive sign cannot be left to take care of itself. It must be made to produce results or it is money thrown away. To send out such signs without the dealer asking for them is equivalent to throwing two-thirds of them into the scrap-heap. Cheap signs, may be sent out promiscuously without much loss, perhaps, because they do not cost much, but good signs should not be wasted in that way.

Signs for general use on fences and buildings outside of the village are good advertising for the country store and many of the rural merchants put out large numbers of them. These do attract attention to the store and to its goods when they are properly made. Of course they should be waterproof and durable. They should give the dealer's name a fair show, or he will not care to put them up. A good many such signs have the dealer's name stenciled in small letters in a corner or at the bottom and it is not conspicuous enough. These signs ought to contain very little wording so that they can be read at twenty miles an hour.

The dealer will take more interest in signs of this character which read "Smith Sells Green's Corn Food" than in those which might read, "Green's Corn Food, the greatest of all breakfast foods, in three sizes. For sale by Smith."

This kind of advertising should not be used to tell people all about the goods. It is not to create de-

mand but to show where the demand can be satisfied. It is the link between general advertising and the dealer. To try to make it more is to make it practically useless.

These fence signs, like the larger signs, should be supplied only when it is certain that they will be put up. More money than a little is wasted each year by the big advertisers who take it for granted that the dealer will use the advertising they send him.

A good deal of fault has been found with retailers for not using such matter, but it will usually be found that in the cases where it has not been used there was no agreement to use it and very likely no follow-up to interest the dealer so that he would use it.

One of the ways in which the country merchant advertises is by his personality, by his own influence. It may be that this personal recommendation of goods is more of salesmanship than advertising. In any event it has a strong influence in building up a sale for the goods. If a manufacturer is to have the country dealer (or any other dealer) on his side and working for him, he must secure his good will. The manufacturer who has the good will of the country merchant can count on that merchant recommending his goods and selling them, because the country merchant can sell just about what goods he wants to sell. His customers are his acquaintances and his neighbors are their friends.

As a matter of fact, if the dealer's co-operation is desired in any form of work, his good will must first be secured. The country merchant is not a suspicious person. He willingly gives the manufacturer credit for his effort to treat him right—if the effort is made.

The individual country merchant may not spend a very large sum of money annually for advertising, but in the aggregate this class of merchants does a good deal of it. The manufacturer thus far has not got into very close touch with this form of publicity.

# SUBURBAN LIFE

*The Countryside Magazine*

334 Fourth Avenue, New York,  
August 22, 1913.

## AN OPEN LETTER TO ADVERTISING AGENCIES:

For the past two years I have been so occupied with the job of bringing up to their present high standard, the other departments of SUBURBAN LIFE, that the work of the Advertising Department has been largely delegated to other members of our staff.

The time has now come, however, when I can again take executive charge of the Advertising Department, and, in order to get in touch with the situation, I have recently examined the advertising charge sheets and advertising orders, covering all of the business appearing in SUBURBAN LIFE for the past twelve months, with the following result:

I. In not a single instance during the past year has black and white space been sold at less than card rates. No rebates or free space have been allowed, other than to rectify office errors, or in the adjustment of space and time discounts which had been earned.

II. Color work. Out of thirty-six color pages offered for sale during the past twelve months, there has been no material deviation in price with but one exception, this an inside cover page held until the last moment for an advertiser, and then sold on an emergency basis a few hours before going to press.

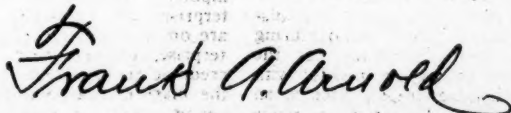
III. Back covers. In no instance during the past twelve months have back covers been sold at less than full card rates of \$500.00 gross.

IV. In no instance have color plates been furnished advertiser or agent free of charge.

I believe that few magazines in the country can show a cleaner record than this. I am proud of it, and take pleasure in passing my findings along to you.

Very truly yours,

THE SUBURBAN PRESS, Publishers.



President and General Manager.

## Improvement of Textile Situation

Why the Biggest American Industry is the Smallest Advertiser—A Picture of the Producing and Distributing Conditions—What the Fundamental Mistake Has Usually Been

By B. W. Parker

Of the Brackett-Parker Company, New York and Boston

**W**HAT is the explanation of the seeming paradox that the textile industry, the biggest American business, should rank with the smallest advertisers?

Every man, woman and child in this country wears clothes; some more than they ought, some less than they need. They not only wear clothes but they wear them out—*consume them*. The per capita consumption of all kinds of clothing runs above \$25.

People pay more for food than they do for clothes, but the conversion cost is less. So we are not surprised to find that the biggest manufacturing business in the world is the textile industry. In the United States the textile business is hundreds of millions in excess of the next enterprise.

There is one single cotton mill in New England that pays out eight million dollars a year in *wages alone* to 16,000 operatives, makes one hundred and fifty thousand *miles of cloth* a year, and uses nearly sixty million *pounds of cotton* each year. This is one mill, remember, and if you have traveled much in New England you know that nearly every town, village and hamlet has a payroll pertaining to some sort of wearing apparel.

Outside of New England there are the important centers of New York, New Jersey and Pennsylvania. Down South and out West new mills are springing up rapidly, and the time is not far distant when textile manufacturing will be well scattered over the country east of the Rockies with New England keeping pace to an extent that will continue to make it the production center.

New England's supremacy in the textile field has not been an accident. It is very doubtful if this country ever again sees a body of men engaged in mercantile pursuits to compare with the commercial pioneers who made Manchester, Lowell, Fall River, Lawrence and New Bedford names of worldwide significance.

These men had standards and lived up to them. They made money and spent it in the up-building of the communities in which they wrought. If there has been a deviation from the old traditions in isolated instances it has been brought about by so-called "new blood," men who represent a new school of enterprise and who perhaps have been getting rich quicker even if they are not likely to stay rich longer.

One of the hopeful signs of the times, however, is the growing feeling in textile circles that the production craze of recent years has been a mistake, and that quality merchandise is the only kind to make money on, day in and day out.

### JOBBER'S DECLINING DAYS

Some day (soon, we believe) the commission house will be on a more definite basis, and the jobber will no longer be looked upon as a distribution dependence. In the meantime the tariff scarecrow is being pulled apart and its stuffing of bugaboo economics scattered to the four winds.

The prospect for American textiles was never better than to-day, and it needs no prophet to foretell a continuance of American supremacy in this marvelously fertile field.

The first fundamental trouble was oversuccess, the kind of success that leads men to overestimate themselves and underestimate favorable conditions. Those factory founders were unusual men, but they were not nearly so omnipotent as the results of their enterprises would indicate. Our hats are off to their ingenuity and enterprise, but we also give full credit to the conditions governing the marvelous growth of a marvelous virgin country, and the protection afforded by the most

## A Few Customers of DISPLAYS COMPANY

Colgate & Co.  
Durham Duplex Razor Co.  
New York Telephone Co.  
Santa Fe Railroad  
New York Central Lines  
American Bank Note Co.  
Auto Strop Safety Razor Co.  
Otis Elevator Co.  
Wells Fargo & Co. Express  
Sargent & Co.  
Yale & Towne Mfg. Co.

Remington Typewriter Co.  
Bell Telephone Co. of Mo.  
C. & P. Telephone Co., of Baltimore  
Southern New England Telephone Co.  
Peninsular Chemical Co., Detroit  
Mullen Real Estate Co., Buffalo  
E. H. Menger Co. of Rio, Brazil  
Steers Bouillon Cubes  
Miller Advertising Co., Ltd., Sydney, N.S.W.  
Raymond & Whitcomb Co.  
Etc., Etc.

**We design animated window display devices.  
We induce dealers to display them.  
We move *your* product from their shelves.**

Just Telephone or Write

### DISPLAYS COMPANY

30 Church Street

New York

## Thos. H. B. Varney.

534 - 540 20TH ST.

OAKLAND, CALIFORNIA

# OUTDOOR ADVERTISING

OAKLAND  
IS THE  
TERMINUS  
OF 5  
TRANSCON-  
TINENTAL  
LINES

PLANT  
AND  
SERVICE  
UNSUR-  
PASSED

BILLPOSTING  
PAINTED  
BULLETINS  
WALL  
DISPLAYS

**OAKLAND      ALAMEDA  
BERKELEY**

liberal subsidiary legislation ever known in the history of government.

The dangers besetting the American textile situation have been and are more potential than actual. In recent years the American cutting-up trade have realized that if they wanted novelty patterns in limited quantities, they had to look to foreign sources. The American manufacturers have been obsessed with the idea of immense gross yardage and have too often tried to force staples when they should have been encouraging novelties. That bulk is desirable in any line goes without saying, but that profits are enlarged and general demand is stimulated by pushing novelties is equally demonstrable. Up to the present, the American manufacturer has been able to follow out his big yardage policy, without trouble, but if the tariff bars come down he has got to decide at once whether he will lead or trail, because there is a steadily increasing demand for the newer things, regardless of price.

So far as staples go, we give the opinion of leaders in textile production when we say that American resources and American invention can cope with any outside competition at reduced percentage of profit.

It has seemed necessary to give the foregoing summary in order to provide an insight into the conditions that must govern a campaign.

#### PART CONSERVATISM HAS PLAYED

Conservatism has played a big part. What grandfather and father did successfully counts for a good deal with the class of men engaged in textile production. It is hard, perhaps, to prove that grandson can beat them both by a change of policy. Nowadays, however, a good many grandsons are discovering that their bread and butter depend a good deal upon supplying the demands of folks that never had any grandparents, socially speaking. The great big American purchasing public, with all its whims and fads and frivolities, even, wants what it wants when it wants it, and is apparently able to pay for its fancies.

We are discovering every day that this frivolity business isn't always so frivolous after all. The real value of any merchandise is the value the possessor attaches to it in his or her mind. That's why we "mercerize" cottons and hem-stitch instead of plain hem our handkerchiefs, and embroider our hosiery. Good plain fabrics are better than poor fancy fabrics, but how about good fancy fabrics at good fancy prices?

It is hard to keep off this subject of the desirability of introducing more so-called style features into the textile situation. It is also hard to go into the matter at length without saying the things that belong to a business conference, rather than the public prints. What we are pleading for is more consideration of popular demand, more stimulation of popular interest, more striving for increased values rather than increased yardage.

The advertising fraternity have not been ignorant of the possibilities in the textile field, nor have they been timid about making approaches in this direction. The fundamental mistake has always been that, as a rule the person making the approach has not been posted as to conditions, nor endowed with the experience necessary to meet the vital problems involved.

Some of the brightest publicity minds that have made notable successes in other directions have acknowledged (to themselves at least) that they did not possess the qualifications fitting them to handle the textile situation in the way it should be handled.

The textile manufacturer, conservative to start with, has listened to unfeasible propositions until he has gotten into a state of mind that starts him to shaking his head when he should be listening with an attentive ear.

Investigators have brought him reports to consider, which he knew were ex parte or extra-territorial. He has been deafened with clamors for "an appropriation." He has, on the other hand sat so close to his factory and so far apart from his buying public that his view is frequently narrow





## A BANNER YEAR

is ahead for those firms who plan to develop the patronage and support of the medical profession for their products. Never were the opportunities greater—or the prospects brighter—for enlisting the aid of medical men in the successful merchandising of pure foods, sanitary supplies for the home, school or public institution, hygienic clothing and foot wear, automobiles and automobile accessories, and high grade specialties in general appealing to the physician personally, or in his professional capacity.

Through the services of "THE BIG SIX" reputable firms can secure for products of established merit, the favorable attention of over 100,000 of the country's foremost physicians.

Certainly no other way of reaching the physician is so effective and economical as the use of advertising space in these recognized high-class journals. Owing to their standing and the fact that medical men preserve them indefinitely for repeated reference, they give a **sustained service** that is possible by no other class of publications.

If you have something of real merit to introduce to American doctors, do not fail to investigate "THE BIG SIX." It has paid others—and paid them well—it *will pay you!*

### THE ASSOCIATED MEDICAL PUBLISHERS

S. DeWITT CLOUGH, Sec'y, Ravenswood Sta., Chicago, Ill.  
A. D. McTIGHE, Eastern Rep., 286 Fifth Avenue, New York.

American Jour. Clinical Medicine.....	Chicago, Ill.
American Jour. of Surgery.....	New York
American Medicine .....	New York
Interstate Medical Journal.....	St. Louis, Mo.
Medical Council.....	Philadelphia, Pa.
Therapeutic Gazette.....	Detroit, Mich.



## Good Lists Are Mighty Important

—they cover your field thoroughly—they save you waste. Hundreds of the keenest and most successful firms—agencies—advertising managers—are insuring their list problems by using our guaranteed lists.

Our "List Catalogue" is an encyclopaedia of list information—statistics—valuable working data—**write for copy free.**

Our Complete Direct Selling Service is assisting firms to increase volume of business and lower selling costs through direct mail plans and the economy and system that our organization makes possible.

We work with advertisers who have no advertising managers—we suggest direct-mail plans—we supply copy, artwork, printing, letter processing, lists, addressing, mailing. We co-operate with advertising managers, our organization enables them to shift routine and get bigger results.

Our "Economy" Mailing Folder dovetails into nine-tenths of all manufacturers requirements as the most effective—the most economical—the best business finder. Write for samples and prices. Use your firm letterhead.

### BUCKLEY DEMENT & COMPANY

Lists — Mailing Service  
Plans—Copy—Printed Matter

605 S. Clark Street  
CHICAGO

and circumscribed. In the past, if we secured the co-operation of the mill owner, the selling agent "side-stepped" all responsibility. If we interested the selling agent, the mill owner, told him "You're helping yourself, not us." If we said "Cut out the jobber," both turned pale, or if they falteringly agreed, only did so as applying to the dim and distant future.

The foregoing characterization is unfortunately too true as concerns the majority of textile producers. There are rifts in the clouds, however. There are a few manufacturers who are using the merchandising value of publicity to their increasing benefit and satisfaction. There are a few jobbers wise enough to realize that their salvation rests with the establishment of their lines with the purchasing public. There are a few cutters-up who are steadily forging ahead because of their judicious introduction of garments and materials on the proper basis.

#### THE SOLUTION

As to the solution of the great problem. We believe that if a half-dozen of the real constructive minds in advertising would devote a reasonable time to a study of the situation something would happen. What we would expect to come about is the following:

(1) More experienced publicity merchandisers would put themselves in a way of knowing more about textiles than any textile manufacturer, so far as popular demand and efficient merchandising methods go.

(2) They would convince certain textile producers that they were in a position to co-operate with them in the solving of a great distribution problem.

(3) They would (together) actively, intelligently and comprehensively work out such a solution.

(4) They would then execute, as a policy and not as an experiment, such a plan as they would jointly evolve.

When such an undertaking is executed one of the biggest publicity achievements of the age will have been accomplished—the goods all the people want will have been

presented to them in the best way and distributed among them on the best basis—and this is a long way from being an impossibility.

Among the problems that textile manufacturers must meet, and soon, are the following:

(A) How to preserve trademark indentification in selling fabrics to the cutting-up trade.

(B) How to clear staples, either through the jobber or direct, so that all distribution agencies will get a pro rata profit with the mill.

(C) How a group of non-competing manufacturers may combine to sell their product more economically.

(D) How to restore once well-established trade-marks that the changing times have erased from the minds of present-day retail purchasers.

(E) How to operate with the jobber who is pushing his own lines in preference to the manufacturer's.

(F) How to put the piece-goods business on a basis that will attract a new generation of retail buyers.

*Right now* there is an opportunity for a movement in gingham that will put the right line in a position to dominate sales for the next twenty-five years.

*Right now* there is a chance for a dependable long cloth to be generally and permanently established with cutter-up and consumer.

*Right now* there is an opening for a galatea (or its equivalent) to secure a positive vogue as a fabric for childrens' dresses.

*Right now* a good line of honest, unloaded taffetas can have a field almost to itself.

*Right now* a novelty bed-cover proposition can win a nation-wide introduction.

In briefly outlining the above opportunities we are referring to merchandise possessing positive merit and reasonable novelty—the kind of goods the people realize they want before they ask the price.

Some important house in each of the lines mentioned is going to eliminate from its policy the

## **"Better Farming is the Main Hope of the Nation"**

"It will give the people food in plenty, make work less irksome, and increase the opportunities for the leisure that is essential to health of body and development of mind. Already, there are unmistakable signs of a great awakening in agriculture, while the promises of the next few years are marvelous."  
from "Collier's."

This is exactly what "Better Farming" of Chicago, is teaching in more than three hundred thousand farm homes, every month.

Better farming makes better farmers, who make better business.

Your interest in that desirable trio is obvious. So is the moral,—  
Advertise in

## **Better Farming**

Duane W. Gaylord, Adv. Mgr.  
**Chicago**

Harry B. Raymond, Eastern Rep.  
225 Fifth Avenue, New York

## DON'T OVERLOOK THE BOYS' MAGAZINE

when making up your new list.  
Monthly editions are over

**105,000**

50c. a line. 45c a line for  $\frac{1}{4}$   
page or more.

A clean, high-class magazine.

Edited by WALTER CAMP.

**The Boys' Magazine**  
SMETHPORT, PA.

JAS. A. BUCHANAN, Western Rep-  
resentative, 337 Marquette  
Bldg., Chicago, Ill.

## The Times Pawtucket, R.I.

Holds high place in adver-  
tising situation in North-  
ern Rhode Island

Serves 130,000 people

**Sworn Circulation**

(U. S. Post Office Report)

**20,665**

Western Representative

**FRANK W. HENKEL**

Peoples Gas Bldg.  
Chicago, Ill.

complacency of past years, over-  
come its conservatism of the pres-  
ent day, and discount its fears of  
the future long enough to sift this  
matter of distribution to the  
bottom.

If it will call in efficient coun-  
sel and deal with the subject on  
the same basis that it works out  
production problems, the solu-  
tion will become as manifest and  
as demonstrable as any other busi-  
ness proposition.

The point may be raised that no  
statements contained in the fore-  
going would indicate any pressing  
need of introduction or popular-  
ization effort and that the textile  
trade is in a pretty comfortable  
situation. *The textile manufac-  
turer knows better, however. He  
is aware, though in some in-  
stances not yet sufficiently aware,  
that his business is confronted  
with conditions that must be sur-  
mounted or succumbed to.* The  
meeting of these conditions is a  
matter for earnest consideration.  
The discussion of these matters  
would be inappropriate in an ar-  
ticle of this scope or nature, but  
the need of better methods is more  
pressing every day as every maker  
and distributor must acknowledge.

### How "Onyx" Stimulates Retail Co-operation

LORD & TAYLOR, Wholesale  
NEW YORK, Aug. 14, 1913.

Editor of PRINTERS' INK:

You ask whether we instruct clerks  
to talk up our brands. We have not  
made any direct effort on this point.  
Our salesmen have been instructed fre-  
quently to get the consent of the mer-  
chants or buyers to permit them to  
talk to the sales force in the hosiery  
and underwear departments, so as to  
give them full information regarding  
the good qualities represented in our  
brands and why they are worthy of  
special attention and sales effort. The  
buyers also take a direct interest and  
instruct their people.

All buyers that appear on our floor  
receive particular attention, and in-  
quiries are made as to their methods. We  
try to suggest new and interesting ways  
of keeping up the interest, making the  
salespeople behind the counter more  
effective, and elevating their ideals as  
to the benefit of selling standardized,  
reputable, well-advertised merchandise.

We have two very important events,  
spring and fall, specially devised for  
the advertising and distribution of our  
brands, the education of the dealers  
and salespeople, and also for the in-  
struction and benefit of the consumer.

GEO. A. WEINMAN, Adv. Mgr.

## Advertised Goods and Advertising Men

Interesting Results of a Questionnaire Which Strongly Coincided With a PRINTERS' INK Editorial Commenting on the Tendency of "We Advertising Men" to Eat and Wear Substitutes

By H. M. Harwood

Sec., Associated Advertising Clubs of Iowa.

THE editorial in PRINTERS' INK of July 31 entitled "We Advertising Men," which brought out the idea that if advertised goods are best for the consumer they ought to be worn, eaten, etc., by us, strangely coincided with a questionnaire investigation which I experimented with last spring. The investigation was made in an effort to prove that the ad club movement is effecting a marked increase in the sale of advertised commodities.

I sent the questionnaire to ten members of the Iowa City Ad Club, and then a similar set of questions to ten representative business men, not members of the Iowa City Ad Club.

One of my questions read as follows: "Did you ever tell your wife to ask for advertised brands at the grocery store?"

Seven out of ten members of the ad club replied "Yes," while eight out of ten representative business and professional men, who did not belong to an ad club, answered "No."

"Did you ever suggest to your wife that she buy garments advertised in the magazines when the local stores handled them and they compared favorably with unadvertised lines?" I asked. One-half of the married members had done so. Another had told his wife to buy in a local store that advertised in newspapers.

Then the members were further tested. They were asked for the name of the last magazine advertisement they had answered. One said, "An ad for gladiolus bulbs"; another, "A set of histories," and a third, "An electrotype"; a fourth



## A Familiar Figure

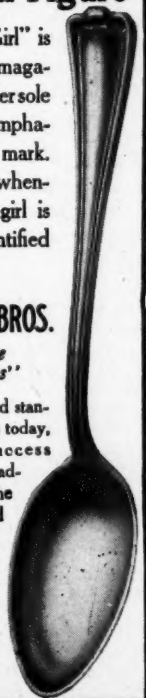
"The 1847 Girl" is known to every magazine reader. Hersole mission is to emphasize the trade mark. Wherever and whenever seen, this girl is immediately identified with

**1847 ROGERS BROS.**

*"Silver Plate that Wears"*

This is the accepted standard of silver plate today, having won success through merit and advertising. It is the only silverware sold backed by the actual test of over 65 years' wear.

INTERNATIONAL  
SILVER CO.  
Successors to  
Meriden Britannia Co  
MERIDEN, CONN.



# Why

## You should use the Religious Press in your publicity work

*Because* every copy is a paid-in-advance, annual, individual subscription that goes into a home of refinement, comfort, and respectability.

*Because* these homes furnish the best market for standard household articles, toilet goods, foods of all kinds, furnishings, insurance, etc., etc. These people on the average live in better houses, wear better clothes, eat better food, and have larger bank accounts than any other class in the community.

*Because* The Christian Endeavor World, Boston, Mass., will give you the exact facts regarding the extent, location, and character of its subscribers. For instance, it has 70,000 paid yearly subscribers. Its smallest weekly circulation during the past twelve months was 75,000 copies. 67% of its subscribers live in communities of less than 5,000 population. The average age of its subscribers is about thirty years. They are young, alert, enterprising people, the leaders in the great Christian Endeavor movement, of which The Christian Endeavor World is the exclusive national representative. No duplication here.

---

**A flat rate of forty-five cents an agate line is named**

bought steel movable markers, and a fifth a craftsman's house.

In reply to the question, "What was the last purchase you made as a direct result of a newspaper ad?" one club member said he bought an overcoat at a bargain sale, another purchased books, and a third became the user of Hole-proof sox, while a fourth became the owner of a house and lot through a newspaper ad, and a fifth member had bought aluminum ware.

Among those who did not belong to an ad club there was a less pronounced tendency to buy as a result of advertising. Hardware and a filing equipment were two of the lines purchased, but the majority of the answers were, "Don't remember." None of this class could remember having purchased anything as a direct result of a newspaper ad. One non-member said if he made such a purchase he did not know it. He presumed, however, that advertising sometimes called his attention to some article, but he usually depended upon the dealer to give him the article asked for; he usually did not pay much attention to brands. Two non-members had purchased suits of clothes.

As a rule the non-advertisers were loth to advise their wives to purchase advertised products. One grocer in reply to the question, "Did you ever tell your wife to ask for advertised brands at the grocery store?" replied, "No. I advise against it, because as a rule advertised brands cost a little more than something which is just as good, which is not advertised." It is to be hoped that this grocer joins an ad club. Two of the non-ad club members were brave enough, however, to advise the purchase of advertised products at grocery stores and ladies' furnishing stores.

The last question was, "Do you wear a nationally advertised shoe, or did you ever stop to think about it? How about underwear, soap, shaving outfits, hats, and clothing—do you make special efforts to give the advertised commodities a fair trial?" Practically without exception the members of the ad



club were making special efforts to buy advertised commodities of this kind and were doing it religiously.

One non-member of an ad club said he usually secured a well-advertised article in clothing because "a reputation was behind the advertising." Several business men, not belonging to an ad club, belonged to the class, "Seldom think anything about it."

The following question was asked the ad men, but was not asked those outside the club: "In your opinion do the rank and file of advertising men make special efforts to buy advertised commodities, everything else being equal?" Naturally, nearly all said "Yes." But there were two exceptions. One expressed himself as follows: "No. But they buy through force of having them constantly in mind." Another said, "Generally."

Thus it may be said ad clubs are selling goods as well as educating advertising men to reduce waste, and accordingly improve "business building."

But really, PRINTERS' INK, the results of my questionnaire substantiate your editorial, as many of the ad club members could not have stood the acid test before a Congressional committee, although their progress as a whole was a marked improvement over the business and professional men not belonging to an ad club.

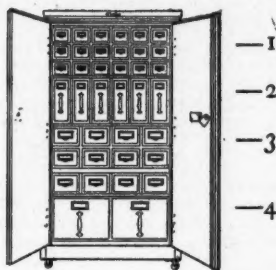
### Westerners' New Premium List

A clothing firm and several drug stores in a Western city have recently evolved a joint advertising and premium scheme. A check is given by the clothiers with every purchase amounting to a dollar or more, and is redeemable for one cigar at any of the several drug stores mentioned on the coupon. There are spaces for the holder's name and address, and he is required to sign the coupon when redeemed. The agreement originally held good for the month of July only, but proved so satisfactory that the offer will be continued.—*New York Times*.

### Like a Death Notice

In England the term used to designate what we in this country call "substitution" is "passing off." It sounds to us more like a death notice. And, after all, that's about what it is—or should be.—*The Presto*.

## Globe Cabinet Safe



### Protection and System for YOUR Valuable Records

- 1—for mailing lists
- 2—for contracts
- 3—for schedules
- 4—for rates, estimates and private papers.

**W**OULD'N'T you feel safer, right now, if some of the lists or records stored in your general files were safe from fire and theft within the Yale-locked steel walls of the Globe-Wernicke Cabinet Safe?

Globe-Wernicke Steel Filing Cabinets of all shapes and sizes fit into the Globe Cabinet Safe. They can be chosen and arranged to suit requirements. *You plan your own safe!*

The Globe Cabinet Safe is enameled in attractive finishes of olive green, oak and mahogany grain. You are the chooser.

Write for Booklet P. D. 810.

### The Globe-Wernicke Co. Cincinnati

Makers of Sectional Bookcases and Filing Cabinets

Local representation nearly everywhere.

Goods shipped on approval freight prepaid where not represented.

Branch Stores: Philadelphia, Washington, Boston, Chicago, New York, Cincinnati.



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 28, 1913

**Sticking to One's Own Field** The moral of the astonishing Alco upset may be given in half-a-dozen words: *stick to your own field!*

Never was a clearer demonstration of the truth of the adage. The losses that have now forced the powerful American Locomotive Company out of the manufacture and sale of automobiles and motor trucks were not caused by inexperience alone, but that was undoubtedly the chief cause of withdrawal. Blinded by its own importance in the locomotive industry, it rushed rashly, without due investigation, into a field that to all practical purposes was as foreign to all its previous experience as would have been the manufacture and sale of breakfast food.

The picture is not overdrawn. Up to the very end the directors are said to have only half understood that the Alco problem was no less a selling than a manufacturing one. In the locomotive manufacturing field, practically all of the business of the country is

divided between the two big companies, the American and the Baldwin works. It is not secured as a result of ordinary sales solicitation but by reason of various connections and influences maintained or exercised by the men higher up. There is, in short, no hectic competition in that industry, no sales staffs in the common understanding of the term, no tense hour-to-hour study of sales developments, no sense of time values, no appreciation, in a word, of what a selling problem actually is. For most of the time the responsible head of the automobile department was a railroad man and when the directors did get the assistance of a practical automobile man, they apparently did not know how to support him.

The \$6,000,000 investment began in 1906 with the acquirement of the American rights of the French Berliet car and the importation of parts and tires from abroad. An immense factory was built at Providence, a thousand miles away from the automobile manufacturing center of the country. This unfortunate geographical location was responsible for much of the fatal delays in delivery.

The new car was an immediate success from a mechanical point of view. It sold at \$6,000, among the highest priced cars on the market.

Two or three years ago the company began to push the manufacture and promotion of heavy motor trucks. It now ranks third among American manufacturers of commercial vehicles. In the past year 85 per cent of its business has been motor trucks. It makes more taxicabs than any other concern in the United States. An expensive service station in Long Island City and another in San Francisco are supplemented by headquarters and branch offices in New York, Chicago, Boston and Philadelphia. The factory at Providence has a real estate value of \$1,000,000. It is one of the most complete plants in the country.

Enough has been said to show the scale of manufacture and the

size of the distributing problem. Yet it was three or four years before the company realized the necessity of increasing the selling outlets. During that time it had just four. The first thing done by the automobile man when he took hold was to call for an aggressive advertising campaign and use it to increase the agencies, which he did, to eighty-nine.

Before that there had been practically no advertising department. While the Alco car won the Vanderbilt Cup in 1909 and 1910, the only car to do so two years running, the company had made little or no advertising use of the triumph. It apparently had not known what to do with it and so a great opportunity had been allowed to lapse.

The aggressive sales and advertising work of the past three years have been excellent but could not overcome the handicap of high costs and slow deliveries. It will be seen that the Alco débâcle was not in any sense an "advertising failure."

The advertising appropriation, about \$150,000 last year, was enough to have made a considerable dent in any ordinary situation. The advertising itself was good. The sales organization was fair. But there were enough other troubles to nullify all the virtues.

The uncertainty and, it is also reported, dissension between the locomotive and automobile departments, continued almost up to the last minute. On July 1, following the departure of L. A. Van Patten, the advertising manager—H. S. Houpt, the general sales manager, having left two or three months previously to take over the agency of the Lozier car—the advertising department was turned over to the Van Cleve Company. By August 13 the directors had changed their minds again, and last week came the announcement of withdrawal. In view of what has happened, it is not surprising. It is somewhat surprising to find that no arrangements appear to have been made to realize on the good will of the Alco name. The company pro-

poses itself to protect Alco owners for a period of five years by standing ready to furnish necessary repairs and parts.

### **Reducing Ideas to Their Simplest Terms**

"To be simple is to be great," says Emerson. The simplest advertisements are the greatest. It is real art to omit unessential details. In the hands of a tyro artist, Sir John Millais' "Bubbles" would have been an elaborate nursery scene, with other children grouped about, various pieces of furniture in the background and perhaps even the design of the wall paper.

When the late impresario Henry Wolfsohn was trying to evolve a striking poster he would say to the artist, "Give me a picture of a piano's keyboard with two hands dancing over it at lightning speed," and then he would pound the table with his fist and exclaim, "Done!" meaning that the piano was to have no legs and there were to be no frills to obscure the desired effect of a wonderful technique.

Similarly, when the Hamburg-American Line wanted a trademark to use in its newspaper advertising, the aim was to reduce the idea of a great ocean steamship to its simplest terms. Various advertising men tried their hand at the problem, but always the result was too complicated or too obscure. Finally, Advertising Manager M. B. Claussen evolved the idea of an elongated oval pointed at one end to suggest the prow of a ship, the rounded end being the stern. Here we have the primitive idea of a boat, the very thing that a child whittles out of wood and sails in a bathtub. Yet when this extremely simple arrangement of lines is printed in a newspaper as the border of an advertisement, it suggests, unmistakably, ocean voyages, and, by association, the Hamburg-American Line. It is interesting to learn that Mr. Claussen attributes the evolution of the idea to his two years' training in the office of O. J. Gude,

creator of the Great White Way. The electric sign is perhaps the most perfect example of the importance of reducing ideas to their simplest terms, and Broadway's best advertisements are not mere lucky hits, but are the result of deliberately training the designers to be concrete and explicit.

There is always a demand for ads "with a punch." This is not to be confused with mere brevity. Whether an advertisement consists of five words or five hundred, whether it is constructed of three hundred incandescent bulbs or three thousand, there is always some one form in which the message can be most quickly and unmistakably conveyed. And whatever effort may be necessary to discover that one best form is a good investment for the advertiser.

### **Saying What You Mean**

His hobby was butterflies, and most of the dimes, quarters and dollars he earned went for pins, cases and other stuff used by butterfly collectors.

Before him was a catalogue of a butterfly-collector's supply house, and the youngster's brow was wrinkled in his effort to understand what the advertiser really meant by some of his quotations.

"Look here," said he to the head of the household—a man experienced in advertising matters, "what does he mean by 'actual charge'? Up there he tells you the price and says what the postage is, but I don't know whether 'actual charge' means that he is going to pay postage on the pins or not. And if I've got to pay postage, he doesn't tell me what it is."

On the cover of the catalogue there was this line: "We call special attention to the fact that articles listed do not include postage except when specially mentioned. Postage must accompany all orders."

The advertiser no doubt knew what he meant by "actual charge." The small boy didn't. The grown-up advertising man didn't. It took

two letters—two stamps, some stationery and some time—to clear up the cloudiness of the quotations.

There are some who think that it is easy to construct language that can be construed in only one way. There are others who know that the job is one requiring considerable skill and eternal vigilance.

### **Publishers' Help on Copy Angle**

"I wish," says an advertising manager to PRINTERS' INK, "that more publishers and publishers' representatives would realize how much they could help in the always-with-us problem of the right copy. With their chance to learn daily the kind of people that are subscribing to their publications, with their study of letters that come in to the editors, they really have a wonderful opportunity to aid advertising managers to present their appeals in the right way; and whether he admits it or not, any advertising manager worthy of his title appreciates suggestions along this line.

"We get very tired indeed of these routine calls for business, of the general guff that is handed out, the luncheon stunt, etc. We want light. We don't pretend to know intimately the exact classes of people who read the hundreds of publications, where they live, what their habits of living and buying tendencies are. I have heard of just one advertising manager who says that he has all that down pat, but he is dreadfully lonesome, I think. The rest of us don't know all these things and we know that we don't know. We want to make every hundred dollars of our bosses' money count. Our minds are open. If the publisher and his crowd don't know who the periodical is reaching and don't know something about the sort of appeal that will reach them, who under the heavens does know?"

This is word for word what the advertising manager said as he relieved his mind to PRINTERS' INK, and it makes a pretty good editorial as it stands.

# SUCCESSFUL FARMING

**600,000**  
Circulation



**Guaranteed  
Or No Pay**

## Will You Get Yours?

Here are some of the items of the income of the farmers of the "Great Wealth Producing Heart of the Country." This represents money for this year's crops. Some of it is in the bank now and most of it will be in the hands of farmers soon.

Corn .....	\$975,000,000
Wheat .....	480,000,000
Oats .....	295,000,000
Barley .....	85,000,000
Rye .....	18,000,000
Potatoes .....	104,000,000
Hay .....	292,000,000

This takes no account of small items such as fruits, vegetables, eggs, chickens, butter, each of which amounts to only a few million dollars. or of the live stock on the farms, valued at more than five thousand million dollars (\$5,000,000,000).

These farmers have approximately \$25,000,000,000 invested in land, buildings, implements and live stock. Surely their trade is worth an effort.

Successful Farming goes into the homes of more paid-up cash subscribers among these prosperous farmers in the North Central States than are reached by any other publication of any kind. There is no duplication.

The first forms for each month close on the 1st day of the preceding month. The last page of the last form closes on the 20th of the preceding month. If you can give the farmer or his family their money's worth, you ought to tell them about it in every issue of Successful Farming.

Get the Successful Habit.

## SUCCESSFUL FARMING

**E. T. MEREDITH, Publisher**

**DES MOINES, IOWA**

## The Worth of a Subscription List to Advertisers

The Case of a Periodical That Is Read by Executives and Employees—How to Look For and Find Reliable Data About Extent and Quality of Circulation—Special Directions

By Geo. O. Glavis

Former Executive in Classification Dept.,  
Post-Office Dept., Washington, D. C.

**T**HERE is no end to the many views of what might, by some violent stretch of the fancy, be termed circulation suitable for sale to the trusting advertiser.

A correspondent submitted the following inquiry:

If a manager of a company subscribes for one copy in the name of his company, for the purpose of reading it himself, and also for the purpose of having certain of his employees read the magazine, and then over his signature states to the publisher that a certain number of his employees are reading the magazine, is not the publisher morally, and in every other sense, justified in stating in a report under the head of "paid circulation" the number represented by the manager's statement as reading the magazine, entirely irrespective of the fact that but one copy is paid for?

This inquiry suggests a decidedly unique method of increasing the number of subscriptions "claimed" for a publication, but one of which few, if any, present-day publishers would consent to take advantage. It is a reminder of that period before an effort was made by the Post-Office Department to regulate the claims of publishers, when it was a somewhat common practice to multiply by five the whole number of copies circulated and then publish a statement that the resulting amount represented the "number of readers"—giving the advertiser the idea that it was either paid circulation, or, at any rate, gross distribution.

While the number of instances of that kind are to-day very limited, it is a somewhat frequent, and certainly very proper, practice among publishers laying special stress upon the quality of their subscription list to ascertain who, in an organization, receives the publication and what disposition is made of the copies. That

is not done, however, for the purpose of claiming as subscribers the number of persons who read a single copy, and thus increasing the amount of the claimed subscription list. The purpose is to establish to the satisfaction of doubting advertisers, if possible, that the publication reaches the particular person in an organization before whom the advertiser is anxious to place the merits of his product.

While this practice seems, in itself, to be entirely unobjectionable, when the publisher attempts to prove to the advertiser the exact number of readers of every copy and the buying value of each of those readers, rather than to restrict his efforts to show in a general way the course of the progress of the copies through an organization, he is attempting something from which, regardless of the fact that his motives may be perfectly proper, the advertiser is bound to suffer. It is indefensible to add to a subscription list the names of persons who, while it is thought they may be readers, have not displayed sufficient interest to send in subscription orders.

Some publishers address inquiries to their subscribers and, when the replies indicate that the one copy sent them each issue is transmitted in regular order from one department or officer to another, they frequently argue, in good faith, that each of the persons to whom the copies are sent in the organization has "buying value" salable to advertisers.

As it is not often that the buying of a single class of goods is done by more than one person in an organization, such an argument is decidedly far fetched, and to include the names of all the "readers" seems an infringement on the right of the advertiser to know exactly what he is to receive from the publisher in exchange for his advertising expenditure.

There is little doubt that the person who ordered appreciates the value and importance of the paper, or that he has assumed the responsibility of sending it to someone in the organization who

does, but when they leave the subscriber, or the person for whom he has ordered, is it in any way possible to know that they reach others who are actually interested in their contents? To assume that it is possible to prove such an interest may, now that racing has been resumed, be termed a "long shot."

#### SUGGESTIONS FOR INVESTIGATING CIRCULATION.

Having read of some of the various methods adopted by publishers to get enough names on the subscription list to attract his business, the advertiser is no doubt bewildered as to just what should be done if he wishes to put himself in a position to place an accurate value on that list of names. It is thought that nearly every advertiser would like to be able to "size up" a list if it can be done without too much trouble and expense, for the day when the advertiser accepted the "total guaranteed" amount at a valuation equal to 100 per cent of that which was placed on it by the publisher has disappeared for many space

buyers and is rapidly disappearing for others.

The first thing necessary for the advertiser to do in order to make a valuation is to place one on the publisher and his staff. This personal valuation has much to do with the final conclusion. The atmosphere of a publishing office will fairly well decide its status.

When satisfied that the intent is to conduct the publication "on the level," as the publisher may see it, or otherwise, the subscription list may be put to such tests as are found necessary to develop all the facts, and in that connection the relations of the publisher to other advertisers have an important bearing, particularly if there is any indication that the editorial policy is being dictated from the advertising department.

A comprehensive and feasible plan for examining a list is to divide it according to the classifications which the Post-Office Department requires the publisher to make when seeking second-class mail privileges.

Such a division would bring out the following details:

## THE POLICY OF THE New Yorker Staats-Zeitung TOWARDS CIRCULATION STATEMENTS

The Association of American Advertisers examined the circulation of the Daily, Evening and Sunday Editions of the

### NEW YORKER STAATS-ZEITUNG

for the period of Nov. 1, 1911, to Apr. 30, 1912, and in Certificates 1086 and 1087 guaranteed the circulation to be:

**Daily and Evening, Net, 68,457**  
**Sunday, - - - Net, 60,584**

The Staats-Zeitung will ask for a circulation examination every two years by the Association of American Advertisers.

Should any advertiser prefer, however, an examination through some other recognized agency, the Staats-Zeitung will gladly permit such examination to be made.

## New Yorker Staats-Zeitung

"The Great German Daily."  
Established 1834  
Herman Ridder,  
Publisher  
182 William St.  
New York, N. Y.

The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.  
**Association of American Advertisers**  
No. 2354 Whitehall Bldg., N. Y. C.

Carries more paid advertising than all other German newspapers of New York combined.



# Paper Made To Your Order

Tell us your needs and we will produce a paper that satisfies them as no ready-made paper can do.

The best color, thickness, finish and grade are seldom found together in a ready-made paper. We will unite these separate factors to form the perfect paper for your use—and make that paper individually to order for you.

The money you save in a variety of ways will warrant your inquiring further into this.

If you will drop us a line, we will go into particulars regarding your peculiar needs—without obligating you in any sense whatever.

**TICONDEROGA  
PULP AND PAPER CO.**

**200 FIFTH AVENUE  
NEW YORK**

(a) Number of copies printed of the issue of the publication nearest to the date of the investigation, or, if necessary, for a number of issues.

(b) Number of subscriptions made direct to the publisher by the persons to whom the publication is sent at the full advertised subscription price without any extraneous inducement.

(c) Number of subscriptions made direct to the publisher by persons to whom the publication is sent in connection with the offer of a premium, prize, or other consideration, and the value of such premium, prize, or other consideration.

(d) Number of subscriptions made in connection with clubbing arrangements with other publications, with full details of such arrangements.

(e) Number of subscriptions received through club raisers or others and detailed information as to terms.

(f) Number of copies furnished each advertiser to prove insertion of advertisements.

(g) Number of copies sent as bona fide exchanges with other publications.

(h) Number of copies sent to persons whose subscriptions were paid for by others—"gift subscriptions."

(i) Average number of copies sold over the publisher's counter—including single copies ordered by mail.

(j) Average number of copies sold by newsboys—if any.

(k) Number of copies purchased by news agents for resale by them, *without the return privilege*.

(l) Number of copies consigned to news agents for the purpose of sale, *with the return privilege*, and the number returned of each of three or more issues.

(m) Number of copies purchased in bulk by others than as enumerated above and for what purpose.

(n) Number of copies sent in fulfillment of subscriptions obtained in a manner other than covered above and terms under which such subscriptions were made.



The figures shown by that division should be verified by an examination of the

- (1) Original paper bills.
- (2) Bills for printing and binding the magazine and cover.
- (3) Records of the mailing and shipping departments.

(4) Original post-office weight receipts. It must be remembered that these do not show the number of copies mailed for local letter carrier delivery, except when the paper is a weekly. On all others the publisher is required to place stamps. In checking up the distribution with these receipts allowance must also be made for copies shipped otherwise than by mail, such as the consignments to news companies.

(5) Mailing list. This should be compared with the card or other subscription record, and careful attention should be paid to the dates to which the subscriptions are paid—particularly those which have expired.

(6) Subscription orders. Enough of these should be examined and compared with the subscription list and cash book to remove any possible doubt as to the accuracy of the list.

(7) Cash books. Check up against subscription orders and subscription list.

(8) Any other records which the publisher may keep which will disclose any facts concerning the list. It is especially desirable, whenever possible, to examine the scrap book which is kept by most publishers, and which usually contains samples of all of the subscription offers made. These books, when available, disclose much important data.

In connection with the reference—No. 4—to the post-office receipts, and as indicating the pitfalls into which the unwary advertiser is constantly being coaxed, a case comes to mind of a publisher who printed his editions on two weights of paper. The copies printed on the lightest weight stock went to advertisers and prospective advertisers. Those on heavy stock went to the subscribers. In order that advertisers and prospects could verify (?) for

## The Capital Of the Southeast

Is a mighty good place for heavy advertising this season, because:

Atlanta is the liveliest and most influential city of its size in America;

Atlanta's territory gives promise of very great prosperity this fall;

Atlanta's people and the people 'round about have been living "close" for a year and they are now ready to buy liberally.

## The Atlanta Journal

Is subscribed for in nearly every Atlanta home which is of value to advertisers.

Sworn circulation, Jan. 1 to July 31, 1913: Daily, 56,293; Sunday, 67,017; Semi-Weekly, 102,447 each issue.

The Journal covers  
Dixie like the dew.

John M. Branham Co.

Chicago Representatives New York

Below is given a list of the things which can be advertised, to greater profit in

# PHYSICAL CULTURE

than in any other medium:

Health Foods  
Health Clothing  
Vibrators  
Massage Machines  
Natural Curative Methods  
Physical Culture Schools  
Physical Culture Apparatus  
Books on Health  
Books on Diet  
Books on Sex Subjects

Ask us to prove it.  
We can.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

August, 1913, Gains 419  
Lines Over August 1912

## A post card canvass shows exact facts about circulation

Tabulated replies to a nation wide canvass among subscribers:

1. How many persons read your copy of Case and Comment? Average—3.
2. How many of these are lawyers? Average—2.
3. Do you read the advertising pages? 92% do. "To see what is new or interesting to the profession," "With great interest," "Answer them," "Buy books and book-cases from them."

### CASE AND COMMENT THE LAWYERS' MAGAZINE

Guaranteed circulation 12,000 copies.  
36,000 readers; Rates \$36.00 per page;  
October forms close September 10th

Published by The Lawyers Co-op. Publishing Company, Rochester, New York

"If you have only a small amount of money to spend get Ferguson of Reading, Pa., to supervise your Financial Page."

BILL WISE 2ND.

(One newspaper only in each city.)

themselves that the publisher had the number of subscribers claimed, each issue of the periodical had printed in it a facsimile of the weight receipts for the preceding number. By weighing the copy sent them, on light-weight stock, they could find out how many copies would have been mailed at the pound rate if they had all been printed on the same stock, but as the bulk of the editions were printed on the heavy-weight stock, the figures indicated a mailing about 40 per cent greater than the actual number; but that number conformed to the claims of the publisher, and the result was generally satisfactory to the advertiser. Because of this and other cases of juggling with the post-office receipts, the suggestion that they should be accepted as proof of the claims made by publishers has never made a favorable impression on me.

By reference to the several articles heretofore published, describing some of the methods used by publishers to obtain subscriptions, it will readily be seen what additional facts must be developed in each specific case concerning each item of circulation to determine whether or not they represent the kind of circulation from which the advertiser making the inquiry may expect adequate returns.

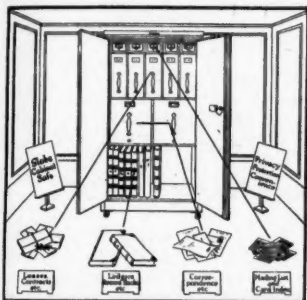
No hard and fast rule may be laid down for examining and valuing a subscription list further than that it is necessary to insist on having complete details, for there is nothing which is more entirely dependent upon the conditions surrounding the publication and the advertiser as well. Having ascertained all of the details, the advertiser should carefully consider them in connection with the character of the publication itself, the manner in which it is conducted both as to its editorial and advertising policies, the field it reaches and how nearly it is covered, the whole quantity of the circulation offered, and, last, but in every instance the most important, the quality of the circulation.

Circulation quality does not mean the wealth, or business, or social standing of the readers, it

must be remembered, but their ability, regardless of those things, to become customers of the advertiser. The name of John D. Rockefeller on the subscription list of a clothing trade paper, while undoubtedly good quality from one point of view, would be valueless to the advertiser, but one live, well-rated clothing retailer, no matter how small his business, or his capital, would represent the kind of quality of the utmost value to the advertiser to the clothing trade.

### A New Use

The Globe-Wernicke Company has discovered a new use for bookcases. In the August issue of *Globe-Wernicke Doings* it is related how the company's Hot Springs agent installed bookcases



in four cigar stores. Experiment showed that they just filled the bill for display cases that would afford convenient access and at the same time be sufficiently air-tight to preserve the tobacco.

### Parcel Post As Advertising Aid

Speaking of the parcel post as a means of distributing samples or small packages of goods, in conjunction with advertising in a particular field, H. Dumont, of the Pacific Coast Borax Company, says: "The consumer, as a rule, does not relish being used as the instrument for interesting the retailer in carrying the goods. One call will probably end the consumer's interest in the product, and the effect of the advertising will be lost. If, on the other hand, there is an opportunity to get by parcel post a small quantity of the goods at the regular price, the consumer will undoubtedly take advantage of it, and if the profit on this small sale is then turned over to the retailer it will undoubtedly interest him in stocking the goods, more than a mere request from a consumer."—*New York Times*.

Publisher of a newspaper in a city of over 350,000 inhabitants is desirous of securing the permanent services of a young man to do special work in the advertising and promotion department of the newspaper. - The work to be done will be under the supervision of the publisher. State age, advertising experience and salary desired. All communications treated confidentially. Address Box "A. C. K.," care of Printers' Ink.

### Mr. Publisher:

An organization of three aggressive and successful advertising salesmen of long experience and wide acquaintance in the Western field has a proposition to make you for personally representing your publication on advertising in Chicago and the surrounding territory.

If we can show you where and how we propose to produce business; show you what we can do by the records of what we have done and convince you of the soundness of our proposition have you a need of the services that we have to offer?

If so, we shall be glad to go into detail and show you how this service can be given you that will produce business in this territory in greater volume, and at less cost for production than any previous arrangement you may have had. Address, "N. D. & H.," Printers' Ink.

# The Little Schoolmaster's Classroom

THE little things are often big things in this advertising and selling business of ours. Here is the head of a business who takes a real pride in his "independence" and his gruffness. Again and again he has repelled prospective customers by his lack of courtesy and consideration, but he induces his board of directors to let him spend something for "advertising," forgetting that he himself is doing some advertising all the time that all the pretty words in the dictionary arranged by the cleverest writer can't counteract. He has yet to learn that good advertising is something interwoven into business—a part of it, rather than a magic outside force.

\* \* \*

It is one thing to know that your plan or your idea is right and another thing to be able to "put it over" on the management or on the sales force. He who has that rare ability of "completely selling" his method to the bosses and co-operators and lining them up enthusiastically has no need of a book on how to find a job—to put it mildly.

\* \* \*

There's a little too much "smart" letter-writing these days—letters that are over-gingery, too "conversationy," too straight-in-the-eye and too heart-to-heart. In the haste to get away from the style of "your valued favor," a class of letter-writers is becoming as affectionate and frank as the gold-brick man of old, and sometimes there is a boomerang effect. A good letter is characterized by earnestness and ease of style. Smart stuff that might pass in conversation doesn't always read well on the cold letter sheet. The advice has often been given that we should write to people much as we would talk to them. There is merit in that advice, but the truth is that we can't and shouldn't always write as we would talk. There is a certain dignity to the written communication that ought to be observed.

Ever sit in the big room and watch the executive board go over the ad man's copy word for word, each man arguing for changes to make the stuff read according to his preferred style of expression, until the copy looks like one of mother's crazy quilts? It's considerable fun—if you don't happen to be the ad man! He has to have a big fund of patience, tact and humor to stand it, but, after all, it is a good check unless the ad man has been a long time in the business he is advertising, for sometimes one badly chosen word may put the copy out of harmony with the spirit of the concern or make an inference that its experience does not bear out. Then there is the saving fact that after all have shot their little arrows, the relieved ad man can put the stuff into print without having anybody snort over the published statements. "Before publication" criticism is better than the after kind.

\* \* \*

Don't you feel good when the distinguished solicitor turns up with letters of introduction from influential folks, puts the thing over on the boss for a \$100 page in his annual, souvenir, official programme or some other entirely useless piece of printed matter and hands you an order for the writing of the copy as he comes out of the private office? You would like to put into the space, "Bull-dozed into wasting another \$100." Let's hope somebody will slip something like that over some day.

\* \* \*

You may not believe strongly in the advertising value *per se* of the novelty or the trinket, but don't forget that these little gifts often break the ice for salesmen and just as often gain the good will of many who have no decided preference as to brands but favor the salesman who did some little thing to gain their appreciation.

\* \* \*

"What sort of find-out facilities have you?" asked an advertising

manager recently when discussing the matter of a connection with an agency.

"By cracky, I like that find-out name and I believe we'll adopt that as a better name for our trade-investigation department," said the agency man. "Find-out covers a lot of important work that we have to do, and covers it clearly."

\* \* \*

Said the sales manager: "What do you think of the value of this novelty as an advertisement?"

Said the advertising manager: "That isn't an advertisement. That's a good-will buyer for you and your men to judge the value of. I'm no expert on that brand of good will."

\* \* \*

"I have faith in you and there's a job in this organization for you if you want it," said a big man in the street-car advertising interests to a younger one who has made his mark as a writer. "But," said the street-car man, "I don't believe you are developed yet. What you need most right now is to go up against some hard-as-

nails sales managers and superintendents who believe that personal salesmanship is the only real way of selling. I'd like to see you buck a few small-town, narrow-minded, cold-footed boards of directors who have just begun to smell advertising. You want to go up against the business man who says and believes he doesn't read advertising and doesn't believe that most people read it. By the time you get slammed against the ropes like that for a year, have learned to give and take and come back smiling after you get the count of nine, you'll be fit."

\* \* \*

"Use our advertising pages freely and we will see to it that frequent and full mention is made of your product, in a complimentary way in articles that you may prepare, subject to the approval of our editorial department. Or, if you will furnish the data, we will prepare the copy here and submit it to you."

The advertising manager read it with a curling lip. "Editorial department," said he with a sniff.

The  
**Rapid Electrotpe Company**  
of Canada,  
Montreal



Will give you the best of

**QUALITY AND SERVICE**

on Plates for Your

**Canadian Advertising**

Write for Quotations

"What a fine one it must be! About as much force to it as the paper has with its handful of readers." And the letter, rolled up into a ball, really and truly described a genuine fade-away curve as it swung over the edge of the capacious, rapacious wastebasket.

## Lincoln Freie Presse

German Weekly  
LINCOLN, NEBRASKA  
Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**CIRCULATION 125,667**  
RATE 35 CENTS

## Wanted A Ladder

to climb, by an experienced Sales Manager with I. C. S. Advertising training. Age 24, energetic, ambitious, would be interested only in strictly A-1 job with excellent opportunities. Prefer New York agency or job as assistant to National Advertising Manager. Expert letter-writer. Will spend part of September New York City; want to arrange personal interview. Give me a chance to call whether in need of a man right now or not. Address Box "A. L." Care PRINTERS' INK.

## WANTED

Experienced and energetic Poster Salesman. Territory of 220,000. "AA" & "A" Plants. Excellent prospects for a hustler. Address "New England" Box 90, Care of Printers' Ink.

"Circulation? Fifty thousand. Now, then, Mr. Advertising Manager"—said the solicitor, with a tender look in his eye, as he hitched his chair closer, "we are going to work right with you." His speed in getting over that vexatious circulation subject was beautiful. It was Walter Johnson-like and more. But the nasty advertising buyer had once seen the inside of circulation work and he knew how hard, how painfully hard, good circulation comes to a most meritorious publication. He knew, too, that net circulation doesn't grow in nice round figures, 25,000, 50,000, 100,000 and so on. He was mean enough to make Mr. Solicitor do some perspiring right then and there on that all-important compound question of "How many people read this publication, who are they, and where do they live?" Yes, William, it really does look better to have 48,286 net circulation than 50,000, and in these days you ought to have it if you say you have it. Otherwise you are likely to perspire now and then in moderate weather. Some folks are buying space and circulation now with considerable care, so to speak.

\* \* \*

The Hotel Latham, New York, advertises that it has no cabaret in its dining-room "to attract the noisy"—that it furnishes you a nice, quiet place. And the No-Tip Barber Shop advertises that any employee who takes a tip will be subjected to a fine of five dollars.

This is more than being "different"—it is distinctiveness of a most favorable kind.

\* \* \*

"We have had such a gorge of reason - why, fact - constructed, brass-tack copy-writing," says an experienced copy and plan man, "that I fear we have almost overlooked the unconscious publicity effect, the indirect result, of all good advertising. In the coming days I think we are going back to a higher appreciation of the under-the-surface effect of the printed appeal."



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y.  
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

**THE ARKENBERG-MACHEN CO.**  
233-5 Nasby Building, Toledo, Ohio

We offer an Advertising Service that serves as conscientiously, as though entirely controlled by you. A service that studies with you, plans and works with you, 52 weeks 365 days—through each year. Write on letterhead for Portfolio of Proofs.

**HELLER-BARNHAM**, Essex Bldg., Newark, N. J.

# HB

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for twenty-five years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**ST. PETERSBURG (Fla.) Eve. Independent**—only newspaper in the world that gives away its entire circulation free every day in the year the sun does not shine upon its office. Clean, live, up-to-date. Intelligent and prosperous readers. Advertisers get results. Weekly Edition Thurs.

### BUSINESS OPPORTUNITIES

**A WISE** man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO.**, 71 West 23d Street, New York City.

**COUNTRY DAILIES AND WEEKLIES** for Sale—all parts of the country; good propositions; prices range from \$1,000 to \$25,000. Write us. **AMERICAN NEWSPAPER OWNERS' EXCHANGE**, Rand McNally Bldg., Chicago.

### COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.), General Printers and Binders, 141 E. 25th St., New York.

### HELP WANTED

**A**GENCY checker with experience, capable of taking full charge of this department of agency handling classified advertisements. Permanent position in Atlantic City. Replies must state experience, reference, age, and lowest salary. Address **A. E. OAKES**, Dorland Agency, 366 Fifth Avenue, New York.

**HIGH-CLASS** Advertising Salesman—Manufacturer of commercial motion pictures has exceptional opening for a manager in Chicago, one in St. Louis and one in Boston. Applicant must be big calibre salesman, capable of financing self until he produces results. An opportunity to earn very large profits will be offered to right man. In applying, send all information regarding past performance and a late photograph of yourself, if possible. **UNITED STATES FILM COMPANY**, Flatiron Bldg., New York City.

### An Opportunity for a Young Man

of strong character and personality, capable of writing logical, productive copy and who is ambitious to develop a permanent connection with a successful and rapidly growing service agency. Good common sense is essential with an ability to understand technical subjects. Complete details must be sent regarding experience, age and salary. Box B-129, Printers' Ink.



**I** WANT an energetic man, well educated, to assist in preparation of copy, letters and booklets for bank advertising agency. W. A. IRWIN, Walker Bldg., Seattle, Washington.

**O**NE of the largest magazine publishing companies in the country, situated in New York, desires the services of a young man capable of taking an important part of the subscription department work under his control and being held responsible for it. The essential qualifications are: experience, initiative, a good head for detail and an ambition to grow. A rare opportunity to develop is offered a young man willing to work. State full particulars, experience, age and salary expected. All applications will be treated with confidence. Address Box 126-B, care Printers' Ink.

### WANTED—By a Big, Well-Known Mail Order House

High-class man with successful experience, as efficient organizer and manager of help. Must be systematic, familiar with up-to-date methods and capable. Must also be able to take charge of Purchasing Dept. A high-class man only desired, with the best of references. Good salary and permanent position for the man who can qualify. Experience important, so state details fully in your first letter. Address, in confidence, Box B-121, care of Printers' Ink.

### WE'RE LOOKING FOR A GOOD MAN WHO HAS A JOB AND WANTS A BETTER ONE

An established Advertising House of unquestioned integrity and stability, has an opening for an A-1 Territorial Representative.

The concern in question manufactures an advertising commodity "Internationally Known," and does business principally with larger Advertisers throughout the country.

If your name is Colonel Sellers, and you have made good at selling you are eligible to write for specific information. A knowledge of Advertising in addition to Selling, would prove beneficial.

State details, business experience, earning capacity. Application strictly confidential.

M. A. VOGT, 1120 Prospect Ave., Cleveland, O.

### ILLUSTRATIONS

### Drawings

Your ad illustrations, cartoons or decorative art work must have snap and sound execution. Parcel Post sends drawings flat, at a minimum, anywhere. Send for sample proof and terms. R. J. BIEGER, 2016 Allen Ave., St. Louis, Mo.

### LETTER WRITERS

### Letters

Direct. Least Expensive. Most Profitable Salesmen—if they are filled with human interest selling facts, ring sincere and true and have the selling punch. I write thus kind. One for \$5.00. Series of Three for \$10. Send for sample. F. A. Ryder, Portland, Oregon.

### MISCELLANEOUS

### Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. **HELMET GUM FACTORY**, "Ad Dept.," Cincinnati.

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 81st St., New York City.

### POSITIONS WANTED

**ASSISTANT** Advertising Manager desires position with reliable firm or agency. Now employed. Age 22. Energetic, loyal. Agency experience in advertising detail, printing, paper, engraving, etc. Box 120-B, care of Printers' Ink.

**CATALOG** and circular compiler is desirous of making a change. Have had 13 years' experience. With last employer 10 years. Best of references. Will gladly submit samples of my work. Age 29 years. Box B-123, Printers' Ink.

### A1 COPY WRITER

member A. A. C. A., ten years' experience as adv. writer for various lines, seven years advertising manager leading daily, wants situation in New England. Write at once. Box 128-B, care of Printers' Ink.

### Experienced Advertising Manager

Five years in present position in charge of advertising department of largest concern of its kind, desires change. Experienced in dealer co-operation and direct advertising especially. Moderate salary to start. Box B-133, care of Printers' Ink.

### I Want a Job as Advertising

Manager with a firm believing in team-work; one having a dealers' help proposition; one wishing to put its advertising department on a sound business footing. I can prove my experience and ability. We can meet on price. Box B-127, care of Printers' Ink.

### Can You Use Me?

I am 21 years old, private school graduate, two years' practical experience, write forceful human copy; write jingles, understand something of type, layouts and dummies. Reference A1. Salary moderate to start. Box 122-B, Printers' Ink.

### I Have Written Successful Copy

and designed display advertisements known to be good. Got my first degree in departmental store advertising, second and third in agency work. I am the lucky possessor of a personality and education which tells with a client and my experience is worth money to you and to me. I seek advancement but would consider \$50.00 per week if conditions and prospects were right. Age 36, married. Address Box B-119, care of Printers' Ink.

**YOUR POSITION—MY QUALIFICATIONS**—Graduate of well-known preparatory school; twenty-seven years of age, successful roadman and correspondent. Recently with publication of "More Than Two Million Circulation Weekly." Best equipped to fill position in circulation or advertising field. Open for engagement September 1st. Modest salary to start. Box B-131, care of Printers' Ink.

### WANTS POSITION IN OR NEAR NEW YORK

Experienced and capable advertising man, with ideas, strong on plans, layouts, service, preparation of copy for newspapers, magazines or trade papers, booklets, catalogues, follow-ups, etc. Competent to manage campaign. Man of substantial character and integrity. Desires to make change and get into larger field in or near New York, with first-class agency, printing house, publisher, manufacturer or wholesale concern having use permanently for first-class man. Salary \$3,000 to \$4,000 a year. Address Box 132-B, care of Printers' Ink.

### Advertising Manager Seeks Change

Young man thirty-four years of age desires to become associated with a live daily in a city of from 30,000 to 60,000 population. Unquestionable record of 15 years' newspaper work; two years special feature advertising; one year creating accounts for an agency; one year managing a municipal campaign; ten years managing the classified advertising department of a Metropolitan daily doing a business of \$250,000 yearly. Excellent references as to character, ability, etc. Prefers a daily that could make a salary and stock proposition. Have a splendid connection at present, but owing to a change in policy not satisfactory to him, desires to make a change. Address Box 130-B, care Printers' Ink.

### Philadelphia Firm's Opportunity

to secure the service of a practical advertising man, whose experience is built on the solid foundation of *salesmanship*.

**I'VE SOLD GOODS ON THE ROAD**—brought in the advertising contracts—written copy that boosted sales.

Would be a profitable addition to any "live" agency or the advertising department of a growing manufacturer.

Am 28—about to be married; matrimonial reasons make Philadelphia the choice.

Let me give you *all* the facts in an interview. You say *when*? Box B-125, care Printers' Ink.

Successful advertising executive—35 years old—with extensive experience in national advertising. Can write copy, prepare advertising literature, plan campaigns in general and carry them out successfully. Has reached limit.

**THE MAN FOR YOU JAN. 1, or SOONER**  
National clothing house. Proprietary article or food product. In present position—\$400. Desires opportunity for further development. Correspondence solicited or interview arranged. Concrete proof of ability furnished. Address Box 118-B, care Printers' Ink.

### PRINTING

Is your business confined in a circle? Do you want to get outside? Do you want to reach people who don't know you now? Do you want to become better acquainted with those who do? Consult us.

**THE SHERWOOD-PRESS-INC**  
ESTABLISHED 1868

We are good printers—business builders. Let us devise and print your booklet or circular. It will have individuality as well as good looks. Four-thirty-four Lafayette Street, N.Y. Tel. 654 Spring

### PUBLICATIONS WANTED

**TWO MEN** in close touch with the advertising field, with a wide acquaintance among advertisers and advertising agents in New York, Philadelphia and Boston, are in a position to take over the advertising columns of a publication on a strictly commission basis. With private office, telephone, clerical help and other facilities, they will create business for any periodical which makes a legitimate appeal to the advertiser. Address 124-B, care Printers' Ink, giving the publication and any other information.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## Ready When Wanted

¶ Half the worth of any information lies in its immediate accessibility. Your copies of *Printers' Ink* will always be ready for service if they are kept in *Printers' Ink* binders.

65 cents each—Parcel  
Post Charges Paid

¶ The price represents the actual cost of manufacturing and shipping.

**PRINTERS' INK PUB. CO.,**  
12 W. 31st St., New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



**PRINTERS' INK's** Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

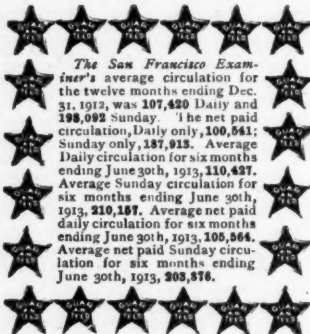
Birmingham, *Ledger*, dy. Average for 1912, 23,044. Best advertising medium in Alabama.

## ARIZONA

Phoenix, *Gazette*. Average Mar., 1913, 6,276. daily. A. A. A. ex. regularly.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.



The *San Francisco Examiner's* average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 137,913. Average Daily circulation for six months ending June 30th, 1913, 110,427. Average Sunday circulation for six months ending June 30th, 1913, 210,157. Average net paid daily circulation for six months ending June 30th, 1913, 105,864. Average net paid Sunday circulation for six months ending June 30th, 1913, 203,576.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,893; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

New London, *Day*. Evening. Circulation, 1911, 7,141; 1912, 7,467. Double all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

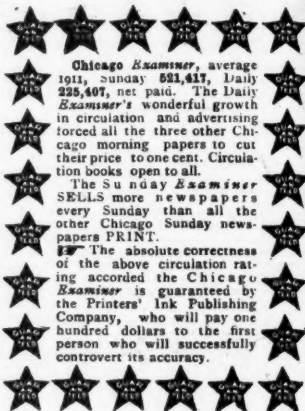
## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (©). Carrier delivery.

## ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,891; Sunday, 10,449.



## INDIANA

South Bend, *Tribune*. Sworn average July, 1913, 13,519. Best in Northern Indiana.

## IOWA

Burlington, *Hawthorne*. Average 1912, daily, 9,878; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader—Evening Tribune*, 1st 6 mos. 1913, 56,571. Sunday *Register & Leader*, 49,423. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Des. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 23,966; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

## LOUISIANA

New Orleans, *Item*, 6 mos. sworn statement U. S. P. O. d'y & Sun., Oct. '12, Mar. '12, net cir. 45,528.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average for 1912, daily 19,025. Sunday *Telegram*, 12,220.

# MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 86,394; daily, 80,048. For July, 1913, 71,461 dy.; 54,626 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

# MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 322,915.

Advertising Totals: 1912, 8,642,611 lines

Gain, 1911, 266,460 lines

1,724,631 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. July circulation averages of *The Boston Post: Daily Post*, 427,799, *Sunday Post*, 314,059.

Lawrence, *Telegram*, evening, 1912, av. 8,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,562; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

# MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

★ Jackson, *Patriot*, aver. 1st ½ 1913, daily, 10,416; Sunday, 11,484. Quality circulation.

# MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,350.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,981.

# MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,483.

# NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,935.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,236; '20—'09, 19,063; '10, 19,258; '11, 20,115 '12—21,989.

# NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,165. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,408.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 84,496; *Esquire*, evening, 27,182.

Buffalo, *Evening News*. Daily average, six months, 1913, 103,007.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,759.

Schenectady, *Gazette*, daily. A. N. Liecby. Actual Average for 1912, 23,610. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

# NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (c.), av. April, '13, 6,660. *Semi-Weekly Sentinel*, av. April, '13, 6,380.

# OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,494; Sun., 134,256. For July, 1913, 116,123 daily; Sunday, 143,052.

Youngstown, *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

# PENNSYLVANIA



Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,535; 22,664 av., July, 1913. A larger guaranteed paid circulation than all other Erie papers combined. K. Katz, Special Agt., N. Y.



Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223; the Sunday *Press*, 178,858.

Washington, *Reporter and Observer*, circulation average 1913, 13,060.



**West Chester. Local News,** daily, W. H. Hodgson, Ave. for 1912, **15,155.** In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre. Times-Leader,** eve. net, sworn, average 1st 6 mos. 1913, **19,124.**

**York, Dispatch and Daily.** Average for 1912, **18,688.** Covers its territory.

### RHODE ISLAND

**Providence, Evening Times.** Average circulation for 1912, **31,097**—sworn.



**Providence, Daily Journal.** Average for 1912, **24,453** (©). Sunday, **24,777** (©). **Evening Bulletin,** **52,847** average 1912.

**Westerly, Daily Sun,** George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, **8,449.**

### SOUTH CAROLINA

**Charleston, Evening Post.** Evening. Actual daily average 1912, **8,699.**



**Columbia, State.** Actual average for twelve months ending Dec. 31, 1912, daily **19,149**; Sunday, **18,525.** March, 1913, average, daily, **20,450**; Sunday, **20,180.**

### VERMONT

**Barre, Times,** daily. Only paper in city. Av 1912, **6,083.** Examined by A. A. A.

**Burlington, Free Press.** Examined by A. A. A. **9,418** net. Largest city and state.

### VIRGINIA

**Danville, The Bee** (eve.) Ave. June, 1913, **5,248.** July, 1913, ave. **5,267.**

### WASHINGTON

**Seattle, The Seattle Times** (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of **66,152** daily, **84,544** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

**Tacoma, Ledger.** Average year 1912, daily and Sunday, **31,347.**

**Tacoma, News.** Average for year 1912, **20,698.**

### WISCONSIN

**Fond Du Lac, Daily Commonwealth.** Average year ending Dec. 31, 1912, **4,065.** Established over 40 years ago.

**Janesville, Gazette.** Daily average, July, 1913, daily **6,045**; semi-weekly, **1,546.**

**Racine (Wis.) Journal-News.** June, 1913, Average circulation, **7,051.**

### ONTARIO, CAN.

**Fort William,** farthest West city in Ontario. *Times Journal*, daily average, 1912, **4,132.**

### QUEBEC, CAN.

**Montreal, La Patrie.** Ave. year 1912, **49,237** daily. Highest quality circulation.

### SASKATCHEWAN, CANADA

**Regina, The Leader.** Average, 1st 3 mos. '13, **12,208.** Largest circulation in Saskatchewan.

## Want-Ad Mediums

### CONNECTICUT

**MERIDEN Morning Record.** Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word. Av. '12, **19,198.**

### DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

### ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its **541,623** Sunday circulation and **216,698** daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

### MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

### MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.



**THE Boston Globe,** daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,896 more than were printed by any other Boston newspaper.



### MINNESOTA

**THE Minneapolis Tribune,** Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 **110,179** more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or to Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

## ALABAMA

**The Mobile Register** (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

**The Evening and Sunday Star**. Dy. av. 1912, \$5,806 (◎◎). Delivered to nearly every home.

## ILLINOIS

**Bakers' Helper** (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**The Inland Printer**, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston **Evening Transcript** (◎◎), established 1830. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (◎◎). Only French daily among 75,000 French population.

## MINNESOTA

The **Minneapolis Journal** (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (◎◎) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (◎◎), the recognized authority of the Dry Goods, and Department Store trade.

**Hardware Dealers' Magazine** (◎◎). Specimen copy mailed on request. 263 Broadway, N.Y.

**New York Herald** (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

**The Evening Post** (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

**Scientific American** (◎◎) has the largest circulation of any technical paper in the world.

The **New York Times** (◎◎) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

**New York Tribune** (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The **Press** (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

The **Memphis Commercial-Appeal** (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The **Commercial-Appeal** passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The **Seattle Times** (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The **Milwaukee Evening Wisconsin** (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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# The Evening Telegram

New York's Brightest, Cleanest, Most Accurate and  
up-to-the-minute

## EVENING NEWSPAPER

Made tremendous gains in advertising in July over  
the same month a year ago.

Here are the figures—read them:

### MONTH OF JULY

	1912	1913	Increase
Columns - - -	1,446	1,630½	184½
Display Lines - -	183,077	227,646	44,569
Small Classified Lines	244,760	254,648	10,088
Total Number of Lines - - - -	427,837	482,494	54,657
Number of Separate Classified Ads. - -	56,834	58,033	1,199
Number of Display Advertisements - -	60,935	62,255	1,320

The Evening Telegram in July carried more ad-  
vertising than any Evening paper in New York.

More than The Evening World	by 97,559 lines
More than The Evening Mail	by 130,816 lines
More than Evening Sun and Post combined	by 29,069 lines
More than The Globe and Post combined	by 12,989 lines

### Mid-Summer Circulation Record:

Daily Average, July, 176,210 Copies  
Sunday " " 123,860 "

# PRESTIGE

The Century Magazine is edited and conducted to win the approval of those in every community best worth the winning. Its advertisements secure their attention.

Those who conduct business enterprises know by experience that while it is hardest to win the most exacting customers, yet, once won, these bring many others who know that where they go it is safe to follow.

Prestige in the business world is conferred by the very class of people who have conferred it upon The Century.